6/1/40

BROADCASTING

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JUNE 1, 1940
WASHINGTON, D. C.

Broadcast Advertising

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

June 1, 1940

SCHOOL OF BUSINESS ADMINISTRATION
Miami University

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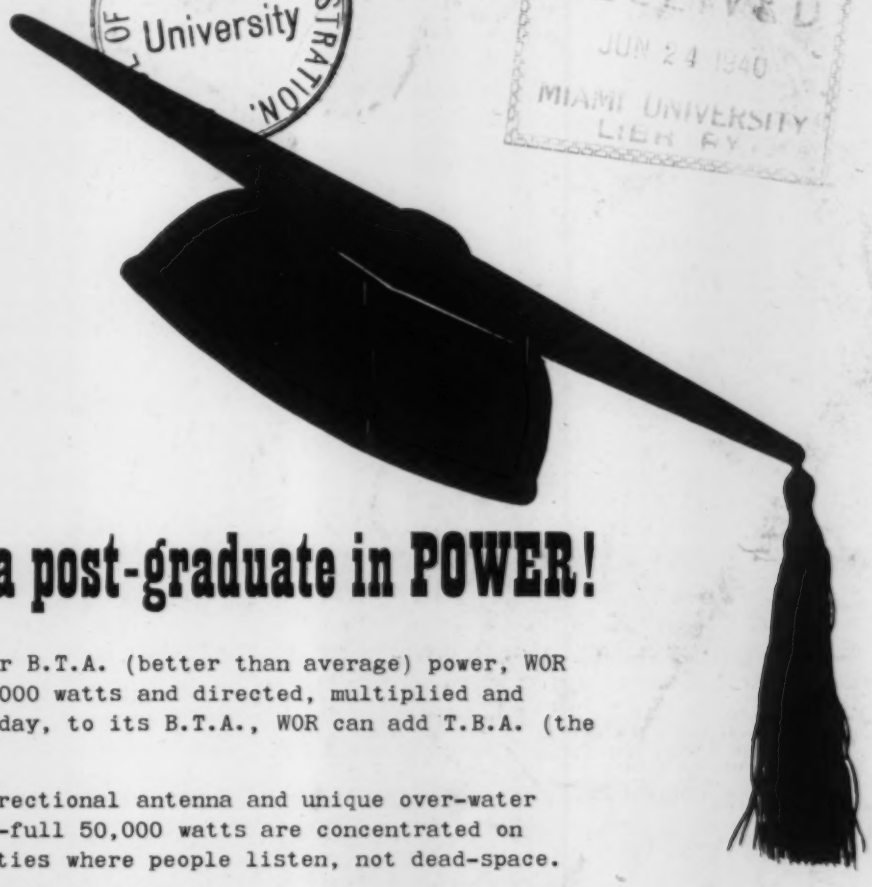


We've taken a post-graduate in POWER!

Not satisfied with our B.T.A. (better than average) power, WOR long ago took its 50,000 watts and directed, multiplied and concentrated them. Today, to its B.T.A., WOR can add T.B.A. (the best available.)

For, by means of a directional antenna and unique over-water approach, WOR's power-full 50,000 watts are concentrated on population centers—cities where people listen, not dead-space.

WOR skillfully tucks its power away from the ocean on the East and the thinly populated portions of those states on the West. WOR has specifically designed its power to reach the greatest group of markets in America with the most power.

Such an advantage is a major reason why more national advertisers are using WOR in more ways—at less cost—more often.

that power-full station — WOR

XUM

The WLS National Barn Dance

America's Most Imitated Radio Feature

Land sakes! Everywhere you look there's another one. Barn Dances on radio, on stage, as private attractions, or in the movies.

It's gratifying to WLS that something we started (so innocently) back in 1924 should have grown like that. On nearly every radio station, in pictures, and on many stage attractions there's a Barn Dance unit—most of them good. And they should be good! Nearly every one of them has one or more persons who either started at WLS . . . or at some time worked on WLS.

Naturally, when we hear of the "wonders it performs" . . . in mail results . . . in box office gross . . . we just recall the "old original" continues to go right along. At the Eighth Street Theater in Chicago it's still a five-hour show every Saturday night. It's "pulled them in" there for 422 consecutive weeks with over 865,000 paid attendance. It's still, after fourteen years, furnishing S. R. O. entertainment units for theaters, fairs and like events . . . and there's nearly always someone out in Hollywood making a picture. (Uncle Ezra's there now.)

It looks as though the Barn Dance might be here to stay.. And so . . . "imitation being flattery" . . . we bow.

P.S. Shucks, we even imitate it ourselves. The Prairie Farmer-WLS Home Talent Organization has been conducting local home talent shows (patterned after the WLS Barn Dance) in Mid-West towns for five years now. So far we've had better than 2,000 such "Home Talent Barn Dance Shows" in 1,200 different towns with over 2,000,000 attendance and about 200,000 individuals taking part in the casts.

WLS

THE [illegible] ATION

[illegible]

JOHN BLAIR AND COMPANY, *National Representatives*

VACATIONISTS of all ages — from all over America — accept this New England invitation.

They come — more than 3,000,000 strong — bringing $500,000,000 (probably much more THIS summer) which they spend for countless needs in numberless places.

If they were <u>your</u> customers at home, KEEP THEM SOLD on vacation! Or, if your product or service is new, telling will mean selling . . . during summer spend-freely play days.

The <u>one</u> way to reach these added millions — PLUS New Englanders who prosper from this extra legacy of tourist dollars — is thru the medium welcomed by everyone, via the <u>only</u> combination of radio stations giving <u>complete</u> coverage of New England — the 18 stations of The Yankee Network.

WNAC	Boston	WNBH	New Bedford
WTIC	Hartford	WHAI	Greenfield
WEAN	Providence	WBRK	Pittsfield
WTAG	Worcester	WLLH	Lowell, Lawrence
WICC	Bridgeport, New Haven	WLNH	Laconia
WNLC	New London	WRDO	Augusta
WCSH	Portland	WCOU	Lewiston, Auburn
WLBZ	Bangor	WSYB	Rutland
WFEA	Manchester		
WSAR	Fall River		

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

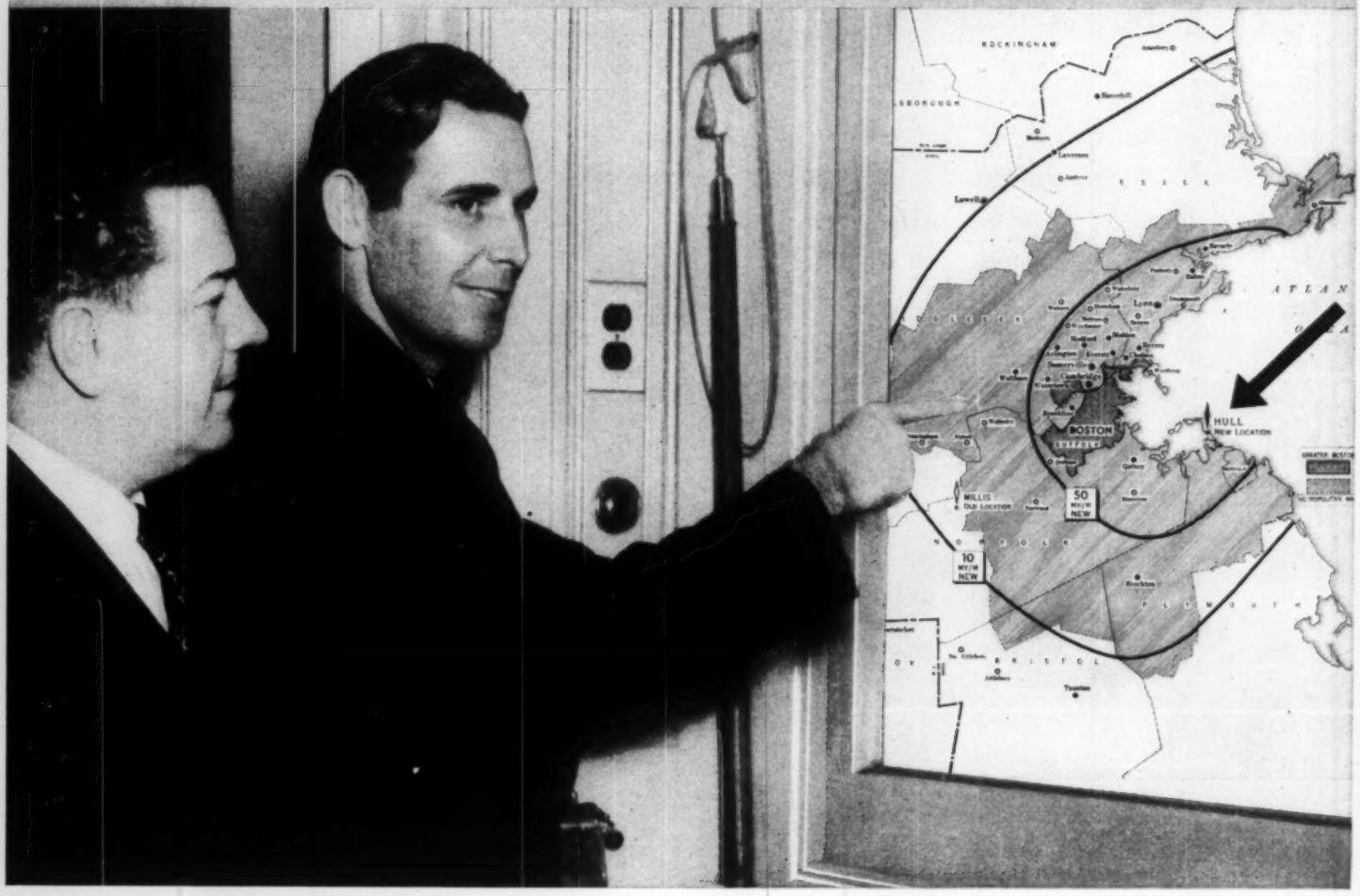
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Here's still another big bonus for Blue Network Advertisers

— and you don't need a million bucks to do a national advertising job on the network which now offers you extra coverage in this great New England "Money Market" at no extra cost!



When His Honor gets steamed up about radio, that's something. And here you see Mayor Maurice J. Tobin of Boston in action. He's pointing out the new coverage of WBZ and saying to Vincent F. Callahan, the station's General Manager, "Boston is as proud of its super-power radio station as you are yourself. And we, too, look forward to the increase in the already excellent service you will render this city... What a great opportunity for Boston and Boston's business to utilize radio's most modern magic to our mutual benefit!" ***Yes — and a great sales opportunity for Blue advertisers who know the Blue's "Money Market" coverage at unmatched national cost is regularly topped off with a delicious portion of extra coverage bonus at no extra cost.***

BLUE NETWORK advertisers are grinning more broadly than ever these days. For another luscious Blue bonus has been given to them. This time, it's extra coverage in the rich Metropolitan Boston area—*at no extra cost!*

To cover New England's richest market as it has never been covered before by radio, WBZ moves its transmitter location to Hull, on Boston Harbor. There the most modern 50,000-watt transmitting facilities were built. And with them, dominant coverage has been emphatically obtained!

This is another of the many extra coverage bonuses that the Blue Network has been pyramiding for advertisers in the past eleven months. And this is one reason why the Blue has become America's outstanding advertising buy.

Other reasons why 70% of the Blue's 1938 advertisers renewed for 1939-40—and brought 17 new Blue boosters with them:

1. **Lowest national cost—**
   the result of the famous Blue Network Discount Plan.
2. **"Money Market" Coverage—**
   concentrated in the places where 72% of America's effective buying power is located.

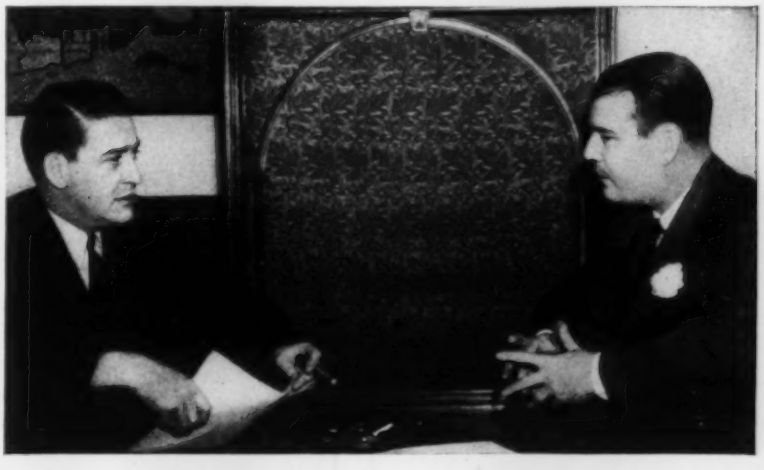
At all-time low cost you can take new profits out of your business by discovering that sales begin where the Blue begins—for only $5,000* a week, nighttime half hour, coast to coast. National Broadcasting Company, A Radio Corporation of America Service.

**Time only*

NBC BLUE NETWORK

Sales thru the air with the greatest of ease

WBZ war council agog over the blitzkrieg of orders that advertisers have fired at them. At Mr. Callahan's left in the front row, Frank R. Bowes, sales manager. On Mr. Callahan's right, Dwight A. Myer, plant manager. Looking on, sales promotion manager, Harry D. Goodwin, and program director, John F. McNamara. Said Mr. Bowes: "We could stay on the air twenty-four hours a day and *still* do a land office business the way the orders are piling in from advertisers!" To which Mr. Callahan replied: "That just proves advertisers know a good buy when they see one. We now dominate the Metropolitan Boston market of 2,500,000 listeners!" *You* can reach 'em on the Blue — at all-time low cost!



Frank Bowes visits John C. Dowd, president of one of Boston's leading agencies. Said Mr. Dowd: "The increased coverage of WBZ is great news, Frank. The station has always done a grand job for our clients—and will do even better now!" ***Which pretty much sums up what Blue Network advertisers are saying. There are profits for you in this network—at a national cost no other medium can match!***

XUM

Figuratively Speaking

WRVA GIVES YOU COVERAGE WHERE IT COUNTS MOST

Sales figures won't interest you if your secretary has a better one, but look at the extra thousands of listeners you get this summer with Virginia's only 50,000 watt radio station — WRVA.

For example, 40,000 vacationists a day visit Virginia Beach alone — a total of 3,760,000 vacationists from June to September. These vacationists are another WRVA plus! WRVA also serves the rich Norfolk and Richmond markets with the Columbia and Mutual programs.

C. T. LUCY, General Manager

PAUL H. RAYMER CO.
National Representative
NEW YORK DETROIT CHICAGO
LOS ANGELES SAN FRANCISCO

WRVA 50,000 WATTS

RICHMOND **"VIRGINIA'S PREMIER RADIO STATION"** NORFOLK

INDISPENSABLE

. . . in a rich listening area with which its call letters have become synonymous..

WHAS

SELLING A $2,214,269,000 MARKET

50,000 WATTS BASIC CBS OUTLET

REPRESENTED NATIONALLY By EDWARD PETRY and CO.

NOW . . FACSIMILE

finch TELECOMMUNICATION

MAY 20, 1940

TO ALL BROADCASTERS:

FINCH ANNOUNCES A SPECIAL NEW FACSIMILE SCANNER THAT WILL CONSTITUTE THE COMPLETE EQUIPMENT TO PUT ANY BROADCASTING STATION ON THE AIR IMMEDIATELY WITH HIGH-SPEED, HIGH-QUALITY FACSIMILE STOP THIS NEW FINCH DEVELOPMENT WAS MADE ESPECIALLY FOR THE NEW FM BROADCASTERS ON THE BAND OF 42 TO 50 MCS ALLOCATED TODAY BY THE FCC FOR COMMERCIAL OPERATION STOP IT PROVIDES MULTIPLEXING (TRANSMISSION OF SOUND AND FACSIMILE SIMULTANEOUSLY) FOR ALL BROADCASTERS STOP IT IS THE ONLY INSTALLATION OF ITS KIND — A SMASHING NEW DEVELOPMENT THAT MAKES NEW BROADCASTING HISTORY STOP THINK OF IT — FM — FACSIMILE — MULTIPLEXING — ALL IN ONE STEP, PLACED WITHIN YOUR GRASP AND MADE AVAILABLE (AT NEW LOW PRICE) TO YOUR AUDIENCES ONLY THROUGH THIS FINCH PRODUCTION STOP DELIVERIES IN THE ORDER RECEIVED STOP BY IMMEDIATE ACTION YOU CAN BE FIRST LOCALLY.

FINCH TELECOMMUNICATIONS, INC.

FINCH FIRSTS:

- Automatic synchronizing method which permits home facsimile recording in all AC or DC power areas; also from batteries.
- System placed in actual operation by majority of large U. S. facsimile broadcasting stations, and by foreign broadcasters and foreign telegraphic administrations.
- Automatic, fully visible, continuous-feed home recorder.
- Instaneous recording on dry paper requiring no processing.
- High-speed, high-definition broadcasting facsimile equipment at low price.

The new Finch scanner, operating at high speed on FM, transmits pictures with great fidelity—at same time over same wave-length as sound programs—with no interference. Photo shows part of new Finch factory.

finch . . . .

goes COMMERCIAL!

VIA MULTIPLEXING FM

Finch announces the new perfected high-speed, high-definition scanner

The momentous FCC decision of May 20th puts facsimile on a commercial basis via FM.

This means the sponsored transmission of sound and facsimile programs simultaneously over one wave-band.

The two types of programs (for ear and eye) may be combined, so that while the radio audience *listen* they also *see*—a permanent printed program, with maps, drawings, photographs, labels, commercials, reply coupons, etc. The speaker may easily illustrate his points with pictures simultaneously transmitted and lastingly retained.

Or the two programs may be entirely unrelated—as when the aural program is music for one sponsor, while the facsimile is illustrated news for another sponsor.

• • • •

Finch Telecommunications, Inc. — which has always been "First in Facsimile"—announces the long awaited high-speed, high-definition Scanner F-112, which constitutes the complete equipment required for facsimile broadcasting.

Especially with FM the definition achieved by this scanner is amazing.

The speed also exceeds all previous performances for home facsimile, running 1.3 inches per minute—which for the 2-column (4 in. wide) recorder equals 5.2 sq. in. per min. and for the 4-column (8½ in. wide) recorder equals 11.05 sq. in. per min.

Every station can easily afford this latest development in facsimile transmission. The cost is trivial as compared with aural equipment.

Features: For multiplex operation . . . Automatic self-synchronization . . . High speed, 11.05 sq. in. per min. . . . Remote starting control of receivers . . . Complete station unit . . . Reloading alarm . . . High definition . . . Feeds into 500 ohm mike circuit . . . Output level meter . . . Instantaneous loading of copy.

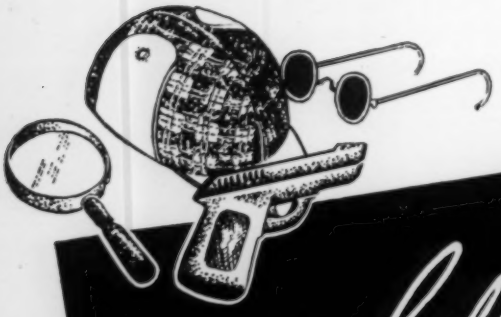
• • • •

Finch Telecommunications, Inc., is a well financed independent company. It is devoted exclusively to the development and manufacture of Facsimile equipment, under the direction of W. G. H. Finch, originator of the principal patents relating to modern facsimile. For years 22 stations have been broadcasting facsimile experimentally with Finch equipment. All broadcasters planning to enter this lucrative new field are invited to investigate *FINCH FIRST*.

finch
TELECOMMUNICATIONS INC. PASSAIC N. J.
NEW YORK SALES OFFICE 1819 BROADWAY AT COLUMBUS CIRCLE • TELEPHONE CIRCLE 6-8080

first in facsimile

XUM



IF YOU'RE *baffled*- CALL IN

ELLERY QUEEN

but the evidence is all here!

1 WDRC IS THE ONLY BASIC CBS STATION IN CONNECTICUT

In this rich market, where the buying index is 34% above the U. S. Average (Sales Management figures), WDRC is the only basic station of the Columbia Broadcasting System.

2 ALL YOUR CUSTOMERS AND PROSPECTS LISTEN TO WDRC

WDRC has the programs and the audience—top-flight CBS shows, supplemented by popular local programs and complete news coverage.

3 IT COSTS LESS TO SELL YOUR PRODUCT ON WDRC

In addition to coverage and programs, WDRC gives you the most attractive rates in this market—whether you're buying time or spot announcements.

WDRC

HARTFORD

CONNECTICUT'S PIONEER BROADCASTER

IN EDUCATION AND ENTERTAINMENT NBC PROGRAMS TAKE TOP HONORS

The latest program honors captured by NBC are those below. They are additional evidence of the superiority of NBC programs both in the educational and entertainment fields. And they are important because they prove that NBC is serving American radio audiences well.

NBC regards radio *first* as a public service. Its *first* efforts are always in the interest of public service. And the program popularity firsts NBC wins are always added incentive to make the next program even finer than the one before!

Eleventh Institute for Education by Radio Votes NBC 9 out of 15 Awards

Judging Committee at the Eleventh Institute for Education by Radio, recently held at Ohio State University, voted NBC 9 out of 15 awards for network educational programs, including 7 out of 10 in the field of adult education. NBC programs received 5 first awards and 4 honorable mentions.

FIRST AWARDS

MEET MR. WEEKS program "What Makes An American?"

UNIVERSITY ROUND TABLE discussion of "Propaganda."

AMERICA CALLING, a program originated at NBC Associated Station KSTP, St. Paul, Minn.

CAVALCADE OF AMERICA program "Abraham Lincoln" (duPont).

STUDENT OPINION broadcast by the Student Council of the Chicago Public Schools, which originated at WMAQ, Chicago.

HONORABLE MENTION

Ted Malone's PILGRIMAGE OF POETRY broadcast of "Francis Scott Key."

THE STORY BEHIND THE HEADLINES program "Immovable Feast of Thanksgiving."

ARCH OBOLER'S PLAYS broadcast "Johnny Got His Gun."

AMERICA'S TOWN MEETING OF THE AIR program "What Are the Real Issues in the European War?"

RADIO GUIDE POLL

MOVIE AND RADIO GUIDE "STAR OF STARS" POLL VOTES NBC 17 OUT OF 23 FIRST PLACES—American radio audiences cast 830,000 votes in the nationwide program popularity contest conducted by Movie & Radio Guide. NBC stars and programs won 17 out of 23 first places. In 20 of the 23 divisions NBC programs and personalities polled a majority vote over every other network.

FORUM CLUB OF YOUTHBUILDERS

NBC PROGRAM WINS FIRST AWARD OF FORUM CLUB OF YOUTHBUILDERS, INC.—The award made for the "radio program having done most to help children of New York City" was won by "Cavalcade of America," an NBC program sponsored by E. I. duPont DeNemours & Co. In presenting the award, a high school student said: "We have chosen this program because it shows how American democracy grew up by telling us true stories about real Americans."

NATIONAL FEDERATION OF PRESS WOMEN

NATIONAL FEDERATION OF PRESS WOMEN GIVES NBC PROGRAMS TOP HONORS—First honors in the biographical classification were awarded to the Women's Activities Division of NBC for the program, "Gallant American Women." Honors were awarded "for producing a radio program of intrinsic excellence and real public service which has won widespread appreciation among persons of intelligence and influence."

WOMEN'S PRESS CLUB

NBC PROGRAMS WIN "BEST SKETCH" AWARD OF WOMEN'S PRESS CLUB OF NEW YORK CITY—Because of closeness of vote, certificate for "The Best Dramatic Sketch on the Air" was awarded to "One Man's Family" sponsored by Standard Brands, Inc., and the "Gallant American Women".

PHI BETA

NBC WINS FIRST ANNUAL PHI BETA AWARD FOR TWO MUSICAL PRESENTATIONS—Phi Beta—the National Professional Women's Fraternity of Speech and Music—presented its first annual award to NBC for presentation of NBC Symphony Orchestra Concerts and Saturday Matinees of the Metropolitan Opera.

WOMEN'S NATIONAL RADIO COMMITTEE

NBC WINS FIRST AND SECOND AWARDS OF WOMEN'S NATIONAL RADIO COMMITTEE—The first award prize went to "America's Town Meeting of the Air." Second award to the "University of Chicago Round Table". These are both NBC programs. Women's National Radio Committee made a grand total of 44 awards, of which NBC won 27.

NATIONAL BROADCASTING COMPANY

World's Greatest Broadcasting System

A Radio Corporation of America Service

"SAY MISTER... JUST COUNT THE DINNER PAILS!"

ONE of every seven of the nation's dinner pails are carried in the "Golden Horseshoe." TWO of the nation's leading radio stations blanket this prosperous wage earner market.

Feet beat a steady rhythm through factory gates . . . time clocks ring the tune that means full pay envelopes . . . dinner pails are on the march within the "Golden Horseshoe," that money-making, money-spending area covered by WJR Detroit and WGAR Cleveland.

Count our dinner pails, and you'll find here more than one and one quarter million wage earners at work. That's more than fifteen per cent of the nation's total. They will draw down approximately one and three quarter billion dollars this year, or more than seventeen per cent of the wage earner income of the country!

Count dinner pails when you're planning that next campaign. And, to reach those who carry them in the great industrial empire of the Midwest . . . count on the Great Stations of the Great Lakes.

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc.,
National Sales Representatives

THE GREAT STATIONS OF THE GREAT LAKES

BROADCASTING
and
Broadcast Advertising

Vol. 18. No. 11 WASHINGTON, D. C., JUNE 1, 1940 $3.00 A YEAR—15c A COPY

Defense Plans Retain Commercial Radio

By SOL TAISHOFF

False Rumors of Federal Scuttling of Industry Blasted; Broadcasts Viewed as Means of Developing Morale

FAR FROM being threatened with preemption, silencing or other dire presidential or governmental acts which would spell total collapse (as reported in irresponsible quarters), commercial broadcasting already has been bracketed as a bulwark in home defense plans of the Administration, even in the event of American involvement in the war.

On highest and unimpeachable authority it can be stated that the preparedness plans portend a minimum of upsetting of the status quo in broadcast operations. Beyond that, the newly-invoked policy of national preparedness, growing out of the total European war, has as its keystone cooperation with the industry which is expected to redound advantageously to radio and slacken what had appeared to be a regulatory onslaught against the medium.

With labor destined to be placed under wraps and with all governmental agencies practically under instructions to avoid business upheavals, it is logically expected there will be de-emphasis of regulatory trends which might hamstring broadcasting operations. The chief beneficiaries of this new course, necessitated by blitzkrieg warfare, probably will be the major networks, which were slated for rough handling by the FCC as an outgrowth of the so-called network-monopoly inquiry. The Commission's report now is in its final stages of preparation and probably will be made public within a fortnight.

Sheer Fantasy

Scuttling the alarmist reports published elsewhere that Uncle Sam would take over commercial broadcasting should a war crisis develop, FCC Chairman James Lawrence Fly told BROADCASTING May 28 that such deductions were utterly without foundation. He declared that the analysis published in the May 15 BROADCASTING [page 17] stating there would be no tightening of radio control, was accurate in all essential details. He reiterated previous comments that cooperation with the industry constitutes the fundamental approach during these critical times.

"We will continue to keep in touch with the whole problem," Mr. Fly declared, "and naturally that is with the view toward promoting not only the national defense needs of the country but toward preserving the status quo so far as consistent with our domestic needs. Any idea that the Government contemplates taking over of broadcast operations generally can only be labeled sheer fantasy."

In informed quarters it is stated that radio would be perhaps the last medium to be diverted from normal commercial operation because of possible undermining of public morale. A vast majority of the populace, including the Government officials themselves, are relying upon radio for first-hand war news. To impede that service would do more toward demoralizing confidence than perhaps any other Governmental act, save direct commandeering of newspapers. Lessons of the last war and the unlimited cooperation of newspapers during that period all tend toward the view that cooperation with both radio and newspapers, rather than direct Governmental intervention, will constitute the procedure should conditions become critical.

The Military Agree

High commands of both the Army and Navy are known to favor a "business as usual" approach for radio all down the line. They recognize the impact of radio on public opinion, having seen it demonstrated with such telling effect as an incident to the President's gigantic national defense program. While general staff heads of the military services might have been wary about radio at the outset of the European conflict, they now appreciate the tremendous value of informed public opinion possible through free radio and press. If censorship occurs as a corrolary of actual involvement, the effect will be to set up civilian control.

All this does not mean that all communications will remain free from Government scrutiny or possible action. In ferreting out "fifth column" activities, now placed in the hands of the Department of Justice, it is entirely possible that some restraints will be placed on foreign language programs. International broadcast stations likewise might be affected to avoid unneutral acts or threatened espionage. Moreover, in the extreme situation where actual involvement of the United States might be precipitated, there is the possibility that a number of coastal broadcast stations may be silenced, particularly on the lower frequencies, to open those facilities for coastal and harbor work.

Networks Retained

It can be stated without equivocation that there will be both national and local broadcasting and that network service not only will be continued but encouraged. That much is provided in tentative executive orders drafted last fall, when the European situation became acute. In ensuing weeks, it is more than likely that proposed new orders will be drafted but sentiment, even among the most staunch militarists, appears to be toward full cooperation with broadcasting and communications interests rather than anything in the nature of emergency "nationalization".

It is known that in point-to-point communications, the War and Navy Departments in recent months have launched a program under which key official personnel has been stationed in key communications companies. This is for the purpose of acquiring knowledge and training about such operations, and it is emphatically stated that the object is not that of mobilizing industry under full Government direction.

In the case of broadcasting, there has been talk of assigning observers to stations for the same purpose. There is no foretelling what the development might be along this line in the event of our involvement though there has been some talk about placing of military censors in key stations. Conceivably this could be effected by commissioning existing executive personnel in the intelligence or communications branches of the military services. Even this, however, can only be regarded as sheer speculation.

Official quarters also brand as exaggerated the emphasis placed on testimony of Maj. Gen. H. H. Arnold, chief of the Army Air Corps, before

Radio Industry Thought Well Prepared As President Appoints Defense Board

FAVORABLE significance—as far as communications generally is concerned—was seen in the action May 28 of President Roosevelt in appointing a National Defense Commission of seven to steer the nation's gigantic rearmament plan.

No specific mention of communications was made by the President in appointing the commission to direct industrial production, employment and consumer protection.

It is felt the Administration harbors the expressed view of both Army and Navy officials that the communications industry — broadcasting included—is among the best prepared from a national defense standpoint. This applies to manufacture of needed radio, telephone and telegraph equipment for military purposes. Moreover, in the preliminary conferences called by the White House preparatory to appointment of the new Commission, few if any radio or communications officials were called in.

This does not mean that, after plans are crystallized, some figure in communications will not be named to an advisory subcommittee. Also, there is the possibility of expansion of the Defense Commission itself.

In both industry and Governmental circles, the Defense Commission appointments have been landed. Full-time members are Edward R. Stettinius Jr., chairman of the U. S. Steel Corp., and William S. Knudsen, president of General Motors, who will handle raw materials and industrial manufacturing respectively. Sidney Hillman, president of Amalgamated Clothing Workers of America, will coordinate employment policies, including training of marine and aviation radio operators; Chester C. Davis, member of the Federal Reserve Board, national agricultural policy; Ralph Budd, chairman of the Burlington Railroad, all transportation problems; Leon Henderson, SEC member, price stabilization, and Harriet Elliott, Dean of Women of the U of North Carolina, advisor on consumer policies. William H. McReynolds, one of the President's assistants, is secretary.

a Senate Appropriations Committee, that in time of war all stations in the United States would have to shut down because they could be used as homing beacons for invading bombing squadrons. Published reports interpreted this as meaning the silencing of all broadcast stations, perhaps permanently. Actually, it was pointed out that Gen. Arnold's observation was applicable only to an imminent enemy bomber invasion and that it would affect not only broadcasting stations but all stations using low or intermediate frequencies, including Government operations themselves.

The Homing Angle

Informed technical opinion was that all radio operations, in such circumstances, might be closed down upon a warning signal of an approaching enemy air armada but only temporarily—perhaps a matter of hours. Moreover, it was said that while signals of clear-channel outlets, broadcast or otherwise, might be heard on an over-water haul anywhere from 1,000 to 3,000 miles, radio direction finders are utterly useless on duplicated channels. It would be a simple thing, it was pointed out, to duplicate all clear channels for the temporary period involved as a means of frustrating use of such signals for "homing" purposes. One highly-qualified radio aeronautics expert observed that the radio direction finder needle "goes crazy" when a second signal, however distant, is superimposed on an otherwise clear channel.

High-frequency FM operations, now coming into their own, would prove useless for homing purposes, since the intention is to duplicate all channels and such frequencies have limited range characteristics and no secondary signal.

Effect on Monopoly Report

Apropos the network-monopoly report, which has been viewed in many industry quarters with fear and trembling because of the evident extremes to which a number of Commission members would like to go, the new cooperation-with-industry thesis of the Administration naturally is expected to have a salutary effect. Before the Commission releases its recommendations, it goes without saying that, to preclude any radical upset of the status quo of broadcasting operations, so vital an issue would be checked with high Administration officials—probably the President himself. Because of the limitations of the Communications Act of 1934, it is presumed the bulk of the recommendations would be for amendment of the law, rather than for introduction of drastic new practices under existing law. Congress is expected to adjourn by mid-June. The report cannot conceivably be available far in advance of that date, if it meets the adjournment deadline at all [see page 20].

Tapering-off of the efforts of labor to strike hard bargains with industry is being encouraged by the Administration in the light of the national defense program. While this relates only indirectly to broadcasting, it is expected to put a quietus on constant bickering and demands of labor groups to saddle the broadcasting industry with unreasonable unionization demands. The President rather pointedly told labor it could not create disturbances through strikes, in these days.

'Fifth Column' Control

The "fifth column" threat also is only remotely associated with commercial broadcasting but nevertheless may necessitate a tightening up of personnel control, voluntarily imposed by the industry. The May 17 statement of Chairman Martin Dies of the House Committee investigating Un-American activities, striking at subversive "fifth column" activities, hits on the radio personnel border line. Among others, he named the American Communications Assn., a CIO union, as under purported Communist leadership. Chairman Dies quoted the testimony of Fred Howe, former secretary of a marine radio operators' local of ACA, regarding the alleged presence of 150 Communist radio operators aboard American merchant ships. Possible employment of Communists in communications and broadcasting stations is a matter of deep concern to military authorities, particularly those in the Navy.

All in all, signs on the national defense horizon are more than favorable to maintenance of the entire commercial broadcasting structure with least possible Government interference because of its status as a nerve-center operation and because it is felt any undue interference might seriously undermine or crush public morale. This is felt to be the case, despite a definite tendency on the part of at least a strong minority in the FCC to invoke the most rigid sort of straitjacket regulation upon commercial broadcasting. Policy, however, is being dictated from highest Administration quarters.

Drawn for BROADCASTING by Sid Hix

"The Commission Wants to Know if My Wife's First Husband's Second Wife Has Any Money in the Business!"

Defense Plan

CONVERSION of the Philco manufacturing plant in Philadelphia into a munitions factory, along with the old Atwater Kent plant, is understood to be under consideration because of the war situation. Preliminary plans for the conversion, which it is said can be accomplished simply, already are said to have been drafted. Several years ago RCA Mfg. Co. in Camden manufactured bullets under special Government contract at a time when the set field was slack.

Ten-B-Low Discs

TEN-B-LOW Co., Columbus (ice cream mix), new to radio, has started a schedule of six transcribed announcements weekly, 52 times, in five markets. Woman's participation periods and chain breaks are being used. Stations selected are WBZ-WBZA, Boston; WTIC, Hartford; WORC, Worcester; WJAR, Providence; WBNS, Columbus. More stations will be added as soon as distributors and brokers are lined up in new markets. Reincke-Ellis-Younggreen & Finn, Chicago, handles the account.

St. Louis Spot Drive

SPOT announcements on at least a dozen stations will be used as part of the 1940 Visit St. Louis Campaign, designed to bring visitors to that city during the summer months, which will again be handled by Kelly, Stuhlman & Zahrndt Inc., St. Louis agency. Besides radio, special copy will be used in 57 metropolitan and 163 small-town newspapers, and some 250,000 illustrated booklets will be distributed.

Gov. Case Impoving

GRADUALLY recuperating from a combination of ailments which have kept him confined to his home since last February, Commissioner Norman S. Case of the FCC plans to leave for his summer home on Narragansett Bay, near Providence, early in June. Still suffering from phlebitis but fully recovered from pneumonia and pleurisy, Gov. Case probably will spend several weeks in Rhode Island and contemplates entering a clinic for further treatment. His son, Norman Jr., graduates from Brown U in June and he plans to attend the commencement.

FM to Establish New York Office; Dorrance Named

Far-Reaching Benefits Seen In New Art by Shepard

[*More FM news on pages 18-19*]

SPURRED to new action by the FCC order authorizing full commercial FM, the board of directors of FM Broadcasters Inc. at a meeting in New York May 27 announced establishment of a New York office and formally appointed Dick Dorrance, formerly of the WOR press department, as its director.

The FMBI board, headed by John Shepard 3d, president of the Yankee Network, decided to locate an office in mid-town Manhattan as soon as space can be procured. The full board met with Philip G. Loucks, former managing director of NAB and chief counsel for FM Broadcasters, to discuss future plans in accordance with the FCC ruling. President Shepard expressed gratification over the FCC ruling.

Has Handled Promotion

Mr. Dorrance, for 2½ years with the WOR press department, resigned recently to become director of promotion for FM Broadcasters. He is a native New Yorker and graduated from Dartmouth in 1936. He came to radio by way of journalism, having been State editor of the *Rutland* (Vt.) *Herald* and also with the *Boston Herald* and the AP in New England.

Dorrance has acted as part-time promotionalist for FM Broadcasters for several months and is author of the FM booklet, "Broadcasting's Better Mousetrap", issued by FMBI, of which some 30,000 copies have already been distributed. In addition to his writing talent, Dorrance brings to his new job a more than average familiarity with radio's technical aspects, having once held a broadcast operator's license and still being an enthusiastic radio amateur. He designed and built his own 1,000-watt radiophone transmitter.

Shepard is Gratified

Mr. Shepard, first of the broadcasters to invest large sums in FM experimentation and development, following the board meeting made this statement regarding FM:

"The FCC's enthusiastic 'green light' to FM is indeed gratifying. Some fundamental and far-reaching benefits FM will bring about are being, in my opinion, lost in the face of the immediate benefits of FM. These immediate benefits of staticless, interference free, high quality reception and increased employment, important as they are, are actually only parts which fit into the picture.

"While it is difficult for us in America to realize the extent of superiority of our existing system over that of other countries, FM will undoubtedly further the advance of the American system of broadcasting to a still higher level. The fact that FM opens the way to more and more broadcasting stations crowds out any necessity (either existent or imaginary) for censorship and program regulation. This is in exact line with the mind of the Congress when it prohibited

(*Continued on page 91*)

FCC Authorizes Additional Grants Of Local Outlets

Continues Issuing Permits, Mostly Without Hearings

CONTINUING the policy of authorizing new stations where need is shown and where interference will not result, the FCC during recent weeks has granted construction permits for more and more local outlets. Up to May 15, the Commission had authorized 17 new stations during 1940, not counting one of the two in Salisbury, Md., which voluntarily surrendered its construction permit. Noteworthy among the grants since May 15 are several to newspaper publishers. New station grants since May 15 were as follows:

Grand Rapids Outlet

Leonard A. Versluis, onetime partner with Harold Gross in the ownership of WJIM, Lansing, Mich., on May 28 was granted 250 watts on 1310 kc. for a new station in Grand Rapids, which now has one regional outlet — WOOD-WASH. Mr. Versluis sold his interest in WJIM to Gross several years ago.

Valley Broadcasting Co., Steubenville, O., on May 28 was authorized to construct a new 250-watt outlet on 1310 kc. in that community. Its stockholders are Meyer Wiesenthal, furniture dealer, 22.2%; Louis Berkman, iron and steel broker and mill and mine supplies, 22.2%; Jack M. Berkman, same business, 22.2%; Richard Teitlebaum, ladies wear, 22.2%; Alex Teitlebaum, same business, 11.1%.

Gainesville Broadcasters, a partnership, on May 28 was granted 250 watts on 1210 kc. in Gainesville, Ga. The partners are Henry Estes, manufacturer; Austin Dean, editor of the *Gainesville Eagle*, a weekly; L. H. Christian, hardware merchant.

Middle Georgia Broadcasting Co., Macon, on May 21 was granted 250 watts on 1420 kc. in that community. The company's officers and stockholders are: E. D. Black, Central Cotton Oil Co., president, 25%; E. G. McKenzie, Central Cotton Oil Co., secretary-treasurer, 25%; E. M. Lowe, Lowe Electric Co., vice-president, 25%; Mrs. Martha P. Lowe, 25%. Call letters will be WMBL.

Two Newspaper Grants

Birney Imes, publisher of the *Columbus* (Miss.) *Commercial Dispatch* was granted 250 watts on 1370 kc., also on May 21. Call letters will be WCBI.

Valley Broadcasting Co., West Point, Ga., on May 16 was granted 250 watts on 1310 kc. It is a partnership consisting of five persons, all primarily interested in the theater and hotel business in Georgia and Alabama communities. They are L. J. Duncan, Leila A. Duncan, Effie H. Allen, Josephine A. Keith and Aubrey Gay.

McDowell Service Co., Welch, W. Va., on May 15 was granted 250 watts on 1310 kc. Its officers and stockholders are J. W. Blakely, insurance and motion picture businesses, president, 40%; L. E. Rogers, theatre owner, vice-president, 26 2/3%; J. R. Werness, insurance, secretary-treasurer, 26 2/3%; W. H. Rogers, Keystone, W. Va., 6 2/3%.

Tri-County Broadcasting Co., DuBois, Pa., on May 15 was granted 250 watts on 1200 kc. Its president is H. T. Gray, publisher of the *DuBois Courier* and *Express*. All shareholders, each owning 50 shares, are connected with that newspaper. In addition to H. T. Gray, they are J. S. Gray, W. B. Moss and L. F. Mohney.

Lakeland Broadcasting Co., Willmar, Minn., secured a construction permit for 100 watts on 1310 kc. Its officers and stockholders are H. W. Linder, investments, president, 76%; M. R. Johnson, dairy business, vice-president, 10%; V. W. Lundquist, attorney, secretary, 4%; L. F. Johnson, dairy business, treasurer, 10%.

Some Ordered to Hearing

Most of the foregoing grants were made without preliminary hearings. Designated for hearing were the following applications for new stations: George F. Meyer, seeking 100 watts on 1500 kc. in Medford, Wis.; Capital Broadcasting Co., one of whose principals is Edwin Spence, former NAB secretary, seeking 250 watts on 1420 kc. in Washington, D. C.; General Broadcasting Inc., seeking 500 watts night and 1,000 day on 1330 kc. in Miami; Oscar Kronenberg, seeking 250 watts on 1310 kc. in Steubenville, O.; Hobart Stephenson, Milton Edge and Edgar J. Korsmeyer, partners, seeking 250 watts daytime on 1150 kc. in Jacksonville, Ill.; Helen L. Walton and Walter Bellatti, seeking the same facilities.

PROGRAM IDEAS and network policy were among topics discussed by this group of executives at a recent "get-acquainted" luncheon at the Hollywood Brown Derby. They are (l to r): Walter Bunker, NBC Hollywood production manager; Arthur L. Lynn, Lennen & Mitchell, New York, executive on the P. Lorillard Co. (Old Golds) account; William N. Robson and Richard H. Diggs, newly-appointed West Coast radio director and story editor, respectively, of Lennen & Mitchell. In his new capacity, Robson in late June takes over production of the NBC *Woodbury Hollywood Playhouse* series, sponsored by Andrew Jergens Co. (soaps), and will also supervise production of the NBC *Don Ameche Show*, sponsored by P. Lorillard Co., New York, on behalf of Old Gold cigarettes.

PAWTUCKET GIVEN REGIONAL OUTLET

RHODE ISLAND, with only three broadcasting stations, all located in Providence, will have a fourth full-time regional outlet shortly under a proposed grant announced May 28 by the FCC. In proposed findings of fact and conclusions, which require later ratification but are virtually the equivalent of a final decision, the Commission approved the application of Pawtucket Broadcasting Co. for a new station in Pawtucket to operate with 1,000 watts on 1390 kc.

The company's stockholders are Frank F. Crook, auto dealer, and Howard W. Thornley, now chief engineer of WPRO, Providence. Formerly one-third of the stock was owned by Paul Oury, onetime manager of WPRO, but he withdrew from the company.

Double Calls Out

ELIMINATION of the few remaining double call letter designations—plentiful in radio's early days—is a new purpose of the FCC. It announced May 28 that, to prevent confusion and in the interest of simplification, it had asked WIOD-WMBF, Miami, and WSYR-WSYU, Syracuse, to dispense with half of their respective combinations, allowing them to make a choice. Double call letters have resulted from past station consolidations. The only other double combination on the books is WABC-WBOQ, New York. Such stations as WOOD-WASH, Grand Rapids, and WFAA-WBAP, Dallas-Fort Worth, which use the same transmitter, but hold separate licenses for half-time are not affected.

Receiver Sales in 1939 Placed at 10½ Million; Record 1940 Foreseen

COMPILATION of official manufacturers' figures on radio sets sold during 1939, just completed by O. H. Caldwell, editor of *Radio & Television Today* and former Federal radio commissioner, discloses that 10,500,000 receivers were sold last year. This considerably exceeds conservative preliminary estimates of 9,000,000 first reported at the end of the year. More than 1,000,000 of these sets were portables; nearly 1,500,000 were auto radios, and 5,000,000 were table models.

Mr. Caldwell reports that radio set sales for 1940 are running perhaps 40% ahead of 1939, so that sales for this year may reach 12,000,000 to 13,000,000. This ratio of increase is shown by U. S. excise taxes collected on sets, which for the first quarter of 1940 are 31.8% ahead of the same 1939 period.

"All this means," said Mr. Caldwell, "that by July 1 the number of 'radio listening posts' in the United States may reach nearly 50,000,000, including extra sets, portables, auto radios etc."

Springfield, O., Station Is Tentatively Granted; Other Actions by FCC

PROPOSED findings of fact and conclusions favoring the granting of a new 100-watt station on 1310 kc. in Springfield, O., were made public May 16 by the FCC but await final approval before becoming effective. The grant would be made to the Radio Voice of Springfield Inc., whose stockholders are listed as Abe Gardner, D. D. Foster, Percy Rosenfield, E. C. Denton, Davis Krauss, Rudolph Klemperer, Ann G. Buchfiner and John Good. According to a report from WING, Dayton, however, Charles Sawyer, general counsel of the Crosley Corp. and Democratic national committeeman from Ohio, who recently acquired an option on WING [BROADCASTING, May 15] is expected to be identified with the new Springfield station's ownership, along with Ronald Woodyard, WING manager.

In other proposed findings, also awaiting final action, the Commission favored denial of the application of C. L. Weathersbee, W. H. Nichols, C. L. Pickler and E. M. Thompson for a new 100-watt daytime station on 1370 kc. in Albemarle, N. C. The findings held that they failed to show they were financially and otherwise qualified to construct and operate the proposed station.

Ordered denied was the application of C. T. Sherer Co. Inc., Worcester, Mass., for a new station in that community to operate with 100 watts night and 250 day on 1200 kc. Proposed findings of last March 13 were adopted as final findings of fact and conclusions.

FCC BOOSTS POWER OF SEVEN STATIONS

IN ANOTHER broadcast decision field day, the FCC May 28 granted WKAT, Miami Beach, a 1,000-watt regional assignment in lieu of its present local facility, and authorized power increases for another half-dozen stations. Operated by A. Frank Katzentine, former Miami Beach mayor, WKAT was shifted from 1500 to 1330 kc. with a power increase from 250 to 1,000 watts.

KSLM, Salem, Ore., was granted an increase in night power from 500 to 1,000 watts on 1360 kc. WICA, Ashtabula, O., was authorized to increase from 500 to 1,000 watts, operating daytime on 940 kc. WKAR, East Lansing, Mich., operated by Michigan State College, was authorized to increase from 1,000 to 5,000 watts daytime on 850 kc.

WARM, new local in Scranton, Pa., was granted modification of construction permit to make changes in equipment and increase its night power from 100 to 250 watts and to extend its commencement and completion dates.

Granted power increases to 250 watts were WLAP, Lexington, Ky., and WJRD, Tuscaloosa, Ala. [For earlier power changes, see story on page 84.]

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), is planning to replace its NBC-Blue *True or False* program with a new weekly summer program in the period Monday 8-8:30 p. m. Starting date for the new show and details have not been decided as yet, according to J. Walter Thompson Co., New York, the agency.

Deft Commercials Viewed as Key to Selling Via Air

Straight Message Is Obsolete, Says Coast Agency Official

By DOUGLAS CRONIN
Allied Advertising Agencies, San Francisco

THE STRAIGHT radio commercial is slowly dying. It has become outmoded. It is being replaced by various, more effective ways of presenting advertising matter—and that, of course, is as it should be. But the transition is much too gradual! Far too many advertisers today, either through lack of imagination or a cautious reluctance to change, continue to use it with dogged persistence. It is to these advertisers, in the sincere hope of showing them wider, more profitable vistas, that this article is primarily addressed.

First let us define "straight commercial". By this we mean the familiar advertising announcement, running to 100 words or so, which is delivered in a straightforward manner by the announcer, with nothing of particular novelty in its approach. In essence it is simply a brief sales talk.

Audience Apathy

On its face this may seem quite unobjectionable. But what of the listeners' reaction? Among listeners there is a growing apathy to uninspired, straight commercials, and many actually do not *hear* them. Picture, for instance, the Smith family — father, mother, daughter and son—tuned to a program that holds each of them. The announcer presently speaks. "Friends, here's grand news from Wilson's Department Store! Next week . . ."

And there the message ends, so far as the Smiths are concerned. Father has retrieved his newspaper; mother has concentrated for the moment on her darning; and the two children have begun a spirited argument. They all have done what too many of our listeners throughout the country are doing . . . they have unconsciously "closed their ears" to the radio the instant a commercial was indicated! This is a fact we must face.

The habit of "closing their ears" among listeners is becoming more and more prevalent. For example, think back to a few nights ago. Recall some program, using straight commercials, that caught your fancy. Do you remember what was being advertised? Or, if you do, can you remember anything that was said in its favor?

A straight commercial is in about the same category as a plain, unadorned sales message in a magazine would be. What chance would such an ad have against all its high-powered, artistically executed neighbors? And yet, 50 years ago, magazine ads were little more than plain, unattractive notices. As time went on, they changed. Various new methods were introduced—art work, cartoons, photographs, color, a wide variety of type faces, dialogue copy, news copy, testimonial copy and so on.

In short, they were making adequate use of all the faculties of the medium in which they appeared. That is exactly what radio adver-

(*Continued on page 92*)

IT WAS EASY to muster a crew to cover the Silver Skiis, annual championships held recently at Mt. Ranier National Park, and just about every member of the staff of KIRO, Seattle, wanted to go. Drawing the assignment to handle the shortwave relays were (l to r) Peter Mertens, announcer; James Hatfield, chief engineer; Mike Petherick, special ski announcer; Tommy Thomas, program director; Carrol Foster, announcer; Maury Rider, chief announcer, all togged up for wintersports weather.

Court Denies ASCAP Request To Quash Subpoena of Files

Frohlich Claims Government Seeks Consent Decree; Calls Federal Action Broadcast Industry Plot

MOTION by ASCAP to quash a grand jury subpoena for confidential files and records, looking toward possible criminal prosecution for purported violation of the anti-trust laws, was denied May 29 by Federal Judge Henry W. Goddard in New York City following oral arguments.

After a 1½-hour argument by counsel for ASCAP and the Department of Justice, during which several of the 25 separate points of the Government subpoena were dismissed or modified, the court instructed ASCAP to produce the remaining voluminous data demanded. Louis D. Frohlich, ASCAP chief counsel, agreed to supply the data, including confidential minutes of ASCAP board meetings, financial reports, membership lists and application lists, all within 30 days.

Sees a 'Consent Decree'

The court's ruling came only after heated argument by Mr. Frohlich and strong defense of the Government's position by Victor Waters, special assistant to the Attorney General in Washington, exclusively assigned to the ASCAP music situation several months ago. Mr. Frohlich charged the Department's purpose was to use the criminal procedure to force ASCAP into a "consent decree" on the civil anti-trust suit, which has been pending since 1934, seeking to dissolve ASCAP as a monopoly in restraint of trade. Mr. Waters refuted any such intent.

At another point, Mr. Frohlich accused Andrew W. Bennett, former special assistant to the Attorney General in charge of the ASCAP suit when originally filed, of having used material procured confidentially against ASCAP in recent State litigation as a private practitioner. Mr. Bennett is special copyright counsel of the NAB and counsel for National Independent Broadcasters Inc. and has participated in most of the half-dozen State suits involving validity of State anti-monopoly laws, primarily directed against ASCAP.

Among other charges levelled by Mr. Frohlich was that the subpoena action was a plot by NAB and the broadcasting industry to force ASCAP into submission, particularly in the light of current negotiations for renewal of existing ASCAP performing rights contracts which expire at the end of the year. He objected strenuously to delivery of "confidential" material sought in the subpoena, and Judge Goddard admonished Government counsel that such data must be kept confidential. Mr. Waters declared the sole intent of the Government was to seek information which it deemed essential.

Each of the 25 points in the subpoena was argued, with a ruling by the court on every point. When the Government asked for the names and addresses of the ASCAP licensees, Mr. Frohlich said there were some 33,000, including tavern owners, dance hall operators and the like, adding that it would take months to collect the material from branch offices. He agreed to furnish a list of radio licensees.

List of Suits Eliminated

Eliminated was a request by the Government for a list of all litigation in which ASCAP had been involved. Mr. Frohlich said there had been individual infringement suits in perhaps every State and every court in the country.

Following swearing out of the subpoena last month, ASCAP on May 10 filed a motion to quash, largely on the ground that the data sought were to comprehensive and would work undue hardship. At a preliminary hearing May 22, Judge Goddard postponed argument until May 29 on the motion to quash. The Department seeks a grand jury indictment of ASCAP [BROADCASTING May 15].

IRNA to Retain Special Counsel

Dempsey Being Considered in Station-Break Controversy

RETENTION of special counsel for Independent Radio Network Affiliates, to negotiate with the major networks in curbing purported increased encroachment of network advertisers on station privileges, was authorized by the board of directors of IRNA at a special meeting in New York May 29.

It is understood that William J. Dempsey, recently resigned general counsel of the FCC, will be approached in connection with the new assignment. Mr. Dempsey was contacted last fall for a similar retainer but at that time had decided not to leave the Government service [BROADCASTING Sept. 1, 1939]. In light of his return to private practice, however, the matter would be broached again, with the possibility of calling a membership meeting of IRNA later in Chicago or probably to be held in conjunction with the NAB convention in San Francisco, Aug. 4-7.

Following the all-day session of the board, Chairman Samuel R. Rosenbaum announced that it had voted "to strengthen activities of IRNA by retaining special counsel to advise and assist in the formulation of standards of practice for network affiliates with a view of curbing increasing encroachment on station privileges by network advertisers."

By unanimous vote of the IRNA board gave its unqualified support to Broadcast Music Inc., as industry-owned music reservoir. It also endorsed the present operations of BMI and expressed confidence ini its future. The board voted down by a large majority a proposal to eliminate from its bylaws the requirement that membership in the NAB be a prerequisite to IRNA membership.

Station Breaks

Controversy over station-break practices with the major networks [BROADCASTING May 15] was fully debated. Also discussed was a suggestion that affiliates alter published rate cards and quotations to make it clear that stations do not sell full 15-minute periods but only 14 minutes 40 seconds, with the remaining 20 seconds regarded as mandatory station time.

The executive committee was empowered to draw up a broad statement of general policy on network-affiliate relations for submission to the next IRNA meeting. Other questions regarding internal activities of affiliates were also referred to the executive committee to be placed on the agenda.

Present at the meeting were Samuel R. Rosenbaum, WFIL, chairman; Mark Ethridge, WHAS; Edwin W. Craig, WSM; George W. Norton, WAVE; Paul W. Morency, WTIC; John Shepard 3d, Yankee Network; L. B. Wilson, WCKY; H. K. Carpenter, WHK-WCLE; Walter J. Damm, WTMJ; Edgar L. Bill, WMBD; Gene O'Fallon, KFEL; Ed Craney, KGIR; John A. Kennedy, WCHS; C. W. Myers, KOIN.

BULOVA WATCH Co., New York, in late May raised its list of stations carrying time signal announcements to 179, an all-time record, when it added four outlets. The Biow Co., New York, is agency.

Television Back on Experimental Shelf

FCC Ruling Demands an Industry Agreement on Standards

SENTENCED to a new siege of experimental existence until "engineering opinion" can agree on transmission standards, television has been thrown for another severe loss by the FCC after it appeared to have reached the brink of full commercial operation.

Constituting another in the series of jolts handed RCA, champion of unrestricted television service, the FCC by unanimous vote May 27 relegated the whole video medium to experimental limbo, with no indication as to when it might lift the ban. In a report released May 28, it scrapped rules adopted last February, which would have permitted "limited commercial operation" for a particular station class, allowing recapture of programming costs. In the process, the FCC took a few pokes at RCA for its purported efforts to "stampede" video development.

Called Experimental

While the Commission said it will continue to survey television, throwing out the hint of full rather than limited commercial operation when engineering opinion agrees on a common system, the May 28 report nevertheless labels television as "experimental". In some quarters, it was stated that the report might be regarded as "face-saving", in the light of the staggering impact of editorial and Congressional criticism of the FCC's stand on merchandising and exploitation of television receivers, particularly by RCA.

The report, 29 pages long, was based on the rehearing of the television issue April 8-13, precipitated after the FCC had thrown a regulatory tantrum because of RCA's merchandising of television sets in the New York area, which it held would tend to freeze the art.

In the carefully written report was the suggestion that the FCC would work with the industry in ironing out differences on standards. In this connection it was thought an engineering conference might soon be called with this objective.

The Commission announced its intention of embarking on a policy of licensing new experimental stations in different areas but said it would "prevent monopoly and promote free competition", with a "strict limitation on the number of stations authorized to any one licensee". This latter observation again was believed aimed at RCA, which has a station in New York and seeks outlets in Washington, Philadelphia and Chicago.

The fact that the action came by unanimous vote occasioned considerable surprise. Commissioner T. A. M. Craven steadfastly had opposed the former course to the FCC, which resulted in the bitter hearings in April, culminating in a brief Congressional hearing and eliciting from President Roosevelt at a press conference April 12 the statement that he advocated a free competitive television industry paralleling present-day broadcasting. [BROADCASTING, April 1, April 15]. Several Congressional resolutions to investigate the Commission cropped up as a result of the television agitation, which brought down upon the FCC the heaviest deluge of newspaper criticism in its stormy existence.

No Statement From RCA

Up to the time, BROADCASTING went to press May 29, RCA had made no formal statement and none was indicated. Coming as it did on the heels of the May 20 ruling granting FM full commercial operation and assigning to FM television channel No. 1 [see page 86], the FCC action stunned RCA-NBC officials. The view was freely expressed in industry quarters that the Commission apparently went out of its way to smite RCA and that its action had the earmarks of a move to stop the company and permit others to "catch up", thereby frustrating any possible "monopoly" on RCA's part in receiving set manufacture or, through NBC, in telecasting stations. The policy pronouncement by the FCC, that it will strictly limit the number of stations authorized to any one licensee, appeared to support that view.

Reaction Expected

Despite the preoccupation of Congress with national defense, there were indications that more verbal fireworks would break loose on Capitol Hill. Whether newspapers again would pick up the cudgels in defense of commercial television, as opposed to the FCC, was not immediately discernable, particularly since war news monopolized most of the front pages and editorial pages. Moreover, the fact that Commissioner Craven was disposed to vote with the majority this time, in contrast to his vehement dissent from the original action citing RCA because of its advertising promotion on television, tended to minimize that probability.

Meanwhile, there was revival of talk that RCA might be disposed to drop its radio experimentation because of the repeated rebuffs it has received at the hands of the FCC. With a $10,000,000 investment in television and with a $2,000,000 budget appropriated for the current year to bring visual radio into practical public operation, RCA's stake in television is perhaps greater than that of all the rest of the industry combined.

To Release Rules Soon

In making public its report, the FCC said it shortly would release revised rules designed to carry into effect its conclusions. It added that it will promptly license applicants to provide further experimentation with the different systems on a comparative basis.

Presumably, the FCC hopes within a fortnight to take action on pending applications. Also involved in these impending moves are reassignment of existing stations which must move from television channel No. 1, now allocated to FM. Affected directly are the RCA-NBC station in New York, the Don Lee station in Los Angeles and the Zenith station in Chicago, all presently assigned to the erstwhile No. 1 channel. This shifting, obviously, will slow down experimental tele-

(*Continued on page 88*)

Text of Conclusions in FCC Television Report . . .

THE RULES adopted by the Commission on Feb. 29, 1940 were intended to provide for a more rapid development of television by permitting programming experiments concurrently with necessary technical research leading to establishment of transmission standards by the Commission. Subsequent events, however, have demonstrated that commercial television broadcasting without the complete cooperation of the manufacturing industry, is irreconciliable with the objectives of further technical research and experimentation.

The positions of the different companies on this whole problem cannot be viewed with total disregard of the patent interests of competing manufacturers which find expression in a desire to lock the scientific levels of the art down to a single uniform system based in whole or in part upon such patents. The functions of this Commission are not to be usurped and utilized as a means of monopolizing this important industry either through this or other devices.

Competitive Angle

It is essential to the program of television that there be not a mere semblance of competition, but that there be a genuine and healthy competition within an unfettered industry. The American system of broadcasting has been established by the Congress on a competitive basis. Television will be an important part of that system. Now, if ever, television is at the crossroad of monopoly or a healthy progressive competition. There can be no doubt as to the direction in which the Commission should, within its powers, attempt to guide it.

The fluid state of the television art and the desirability and need for further technical research before transmission standards are prescribed by the Commission were once again clearly manifested at the Commission's most recent hearing. Engineering opinion on many of the basic problems is still divided at this time. The industry now is no less anxious to continue further engineering improvements on basic aspects of the science than it was at the time of the Commission's earlier hearing.

RCA's own engineering expert, for example, testified that his preference was for a system using 507 lines and 30 frames rather than the existing RMA standard of 441 lines and 30 frames. And in fact the very basic problem of what channel width or band of frequencies television shall employ must be regarded as a question not yet closed.

Contrary to the experience of other industries which have found that technical improvements were stimulated by large public use, in the television field a major portion of the industry takes the view that successful promotional activities at this time can act only as an anchor on experimental efforts to go forward. Premature crystallization of standards will, as has thus been pointedly illustrated to the Commission, remove the incentive for technical research toward higher levels of efficiency. If technical research having this goal is retarded or halted, the Commission's duty to fix transmission standards with due regard for considerations of public interest will have been, for all practical purposes, nullified.

No Revenue Allowed

It is, therefore, the conclusion of the Commission that in order to assure to the public a television system which is the product of comparative research on known possibilities, standards of transmission should not now be set. It has further been decided that there should be no commercial broadcasting with its deterring effects upon experimentation until such time as the probabilities of basic research have been fairly explored.

The Commission agrees with the industry that the earlier plan for arriving at commercial operations by an intermediate half step of partial commercialization to be taken next September cannot be relied upon to serve a useful purpose.

The provisions in the rules for Class II stations will be eliminated. As soon as the engineering opinion of the industry is prepared to approve any one of the competing systems of broadcasting as the standard system the Commission will consider the authorization of full commercialization. That a single uniform system of television broadcasting is essential—so far as basic standards are concerned—must also be amply clear. The public should not be inflicted with a hodge podge of different television broadcasting and receiving systems.

It may be expected that indus-

(*Continued on page 96*)

One Thousand New FM Stations Foreseen

Active Operation In Band Likely Within Year

A NEW commercial broadcast structure, having the physical capacity of accommodating many more stations than exist today in the standard broadcast band, was created May 20 by the FCC in an unanimous action staking off allocations in the ultra-high frequencies for FM broadcasting.

The basic suggestions of Maj. Edwin H. Armstrong, developer of FM wide-swing transmission, as opposed to the narrow-band recommendations of RCA, were adopted practically in toto by the Commission, along with most of the allocation recommendations made by FM Broadcasters Inc. The course adopted by the Commission hobbles the immediate development of commercial television, as espoused principally by RCA, since television channel No. 1 was diverted for FM. A swap of frequencies with Government services, which becomes fully operative Jan. 1, made possible allocation of the same number of bands (seven channels of 6,000 kc. each) for television below 108 mc., but necessitated the further realignment to accomodate FM in the range below 50 mc.

Action Next Year

The FCC action, which followed protracted and often bitterly argumentative hearings during March and April on both FM and television, gives to FM a status that, by early next year, should see most of the major markets in the country, and many of the minor ones, equipped to transmit so-called "static-free" programs. The Commission itself hailed FM as "one of the most significant" contributions to radio in recent years.

Within the industry there were mixed reactions. Proponents of FM, principally FM Broadcasters Inc., headed by John Shepard 3d, Yankee Network president, saw in it birth of a new and improved broadcasting structure which in from seven to 10 years will displace present-day broadcasting, except for clear channel service, by reason of popular acceptance. While there were no public expressions, many broadcasters privately were fearful of the effects of unbridled competition of FM and of the allocations policies which remain to be set by the FCC. It was clear, however, that a substantial majority of standard broadcast station owners, particularly those in the primary and secondary markets, would promptly seek FM licenses.

Development of FM on an evolutionary basis, alongside AM standard broadcasting, is the prediction of the FCC, which again follows closely the weight of the testimony of FM proponents [BROADCASTING, April 1]. The Commission frankly states that FM probably will never displace the high-power clear-channel station designed to give rural and remote service, since FM stations on the ultra-highs have no secondary coverage.

Assigned to commercial FM is the band 43,000-50,000 kc., providing 35 channels of 200 kc. Because of the characteristics of FM and the ultra-highs, it is possible to assign stations on the same channel with far less geographical separation than in the standard 550-1600 kc. range. Consequently, it is concluded that whatever the engineering standards to be established by the FCC within the next few weeks, it will be possible to license at least 1,000 stations of all coverage classes in the new FM range with 200 kc. channel widths and, probably, as the technique advances, substantially to surpass that number.

Existing enginering standards go by the boards entirely where FM is concerned, since power and frequency are not the primary considerations. Power plus antenna height plus antenna efficiency provide the combined factors in determining FM coverage.

New Filings Required

In adopting the new FM allocations, the FCC simultaneously stopped dead in its tracks the onrush of applications for licenses in the new ethereal domain. It announced that all pending applications, totaling nearly 150, are being dismissed "without prejudice," which means that they can be refiled pursuant to the new requirements, as soon as rules and regulations and accompanying engineering standards are promulgated. This latter action is not expected for at least a fortnight. While the engineering standards are expected to be relatively simple, a vast amount of preliminary work must be done. All applicants for FM stations also will be required to file the new FCC station application form (301), which taps intimate phases of the public and private lives of applicants [BROADCASTING, May 1].

Similarly, the FCC announced that existing high-frequency experimental stations, including both FM and AM, will be terminated by Jan. 1, also without prejudice, for the filing of new applications for either experimental or regular FM stations. The Commission said it adopted the 200 kc. wide-swing band, as opposed to the narrow-band advocated by RCA, because it appears better adapted for the service and because it will be possible to multiplex facsimile and binaural service on the same channel. It said that if later developments demonstrate the feasibility of reducing the band width, this can be done without affecting adversely FM receivers already in the hands of the public.

Emphasis was placed on facsimile development, despite the fact that the service has made little public progress during the last five or six years, after it had been exploited widely by manufacturers. It is known that the White House has evinced deep interest in facsimile development, as a means of providing a "radio newspaper". The Administration, and more particularly Press Secretary Stephen Early, is said to see in facsimile a potential means of offsetting the preponderant newspaper opposition to the New Deal and as a consequence has been interested in encouraging maximum development of the "radio newspaper", since the broadcasting industry as a whole has refrained from using its microphones for the projection of personal viewpoints.

Working out of the new allocations was attributed largely to FCC Chief Engineer Ewell K. Jett, with the Interdepartment Radio Advisory Committee (IRAC), composed of representatives of 13 Federal agencies, which advises the President on allocation of frequencies for Government operation. Lieut. Jett is chairman of the committee. The FCC paid high tribute to him for the accomplishment whereby IRAC by Jan. 1 agrees to relinquish the bands 60-66 mc. and 118-119 mc. for private services while the bands 41-42 mc. and 132-140 mc. are turned over by the FCC to IRAC for Government services. The exchange means that the 60-66 mc. range can be assigned as television channel No. 2, which the Commission holds to be a desirable band for visual radio. Actually, non-Federal services get out of the swap a total of 7,000 kc. whereas the Government acquires a total of 9,000 kc.

While at first glance this may appear to be favorable to the government, it should be kept in mind that in the seven megacycles acquired for commercial service there are 160 usable channels, whereas in the nine megacycles relinquished to the government only 87 channels are involved.

Allocation Problem

FCC Chairman James Lawrence Fly said that Lieut. Jett did a "beautiful job" in arranging allocations conferences to get substantial concession for FM, particularly in respect to Government assignments. The FCC in its formal opinion expressed its appreciation to IRAC and to Lieut. Jett "for the splendid cooperation and assistance rendered in helping to solve this difficult problem."

Nominally, the FM allocations will become operative as soon as the rules and regulations and engineering standards are issued—possibly by mid-June. Actually, however, aside from those stations already licensed, it is thought a complete allocations structure cannot be set up much before the first of the year, at which time the Government vacates its channels and television channel No. 1, ranging from 44-50 mc., is entirely cleared for FM. In instances where interference will not be caused with existing Government or television operations, it is presumed the FCC will be disposed to license stations in advance of the Jan. 1 final deadline.

FM acquires the clean sweep from 42-50 mc., which provides 40 channels of 200 kc. each. The band 42-43 mc. however, is set aside for non-commercial educational broadcast stations, and is contiguous to the new commercial band.

It is expected the forthcoming rules will provide for allocation of alternate channels in the same area, rather than actual adjacent channels. Thus, it would be theoretically possible to place in a single trading area as many as 18 stations (every other channel to be occupied). In an area like New York, however, the requirements of immediately contiguous cities, like Newark, Jersey City and even Philadelphia, might have to be taken into account, thereby necessarily reducing the quota of stations.

The allocations policy definitely will be that of assigning "horizon-

Devised Allocations

E. K. JETT

PROGRAMS FOR FM

Networks Asked for Right to Gratis Pickups

UNLEASHING of commercial FM by the FCC has precipitated a programming problem, with the major networks being deluged by prospective FM operators for permission to transmit network programs over the new stations. It appears likely that networks shortly will be called upon to decide what they propose, as a matter of policy, to do about allowing unrestricted use of regular presentations over FM stations.

While it is not anticipated the FCC will attempt to impose program restrictions on FM transmitters, it is nevertheless known that some broadcasters hold the view that the only way they will be able to attract a new audience over FM stations will be through introduction of programs not otherwise available. That course is being followed by at least one FM station—the adjunct of WTMJ, Milwaukee. On the other hand, several other FM experimentals are duplicating network programs under special authorization.

tally competitive" stations in the same center of population to serve the same area. The present system of classification employed for standard stations will not be used. Instead of having a clear channel station, several regionals and a local station in the same market the Commission proposes to license all stations in that area to do an identical coverage job. That does not necessarily mean identical power, which becomes secondary but, based on the prescribed "radiation index" formally to be announced later, it will be possible to determine coverage through application of the power-plus-antenna-height-plus-antenna-efficiency formula.

Similarly, the existing situation whereby broadcast stations have a differential in daytime and night coverage, because of the vagaries of the standard broadcast channels, will be avoided with FM. Coverage of stations will be substantially the same both day and night.

Power Provisions

There will be no limitation on power, so far as indicated, except the very limitation imposed by the state of the art itself. Manufacturers apparently are unable to build efficient transmitters of greater output than 50,000 watts and probably that will be the limit, for the present.

Tentatively, FCC engineers are talking in terms of staggered power ranging from 50 to 50,000 watts. The logical power sequence appears to be 50, 100, 250, 500, 1000, 2000, 5000, 10,000, 25,000 and 50,000 watts.

As for station classifications, they probably will be in terms of low radiation index, medium RI and high RI. Stations in the high RI might be those using antennas of optimum efficiency, with 50,000 watts on channels in which the separation would be about 300 miles.

FM transmitters should not cost as much as standard broadcast transmitters of equivalent power, it is thought in engineering circles, since the apparatus is lighter in weight, takes up less space and generally does not require as much material. Antenna costs, however, might be as much or possibly more, because of necessary heights. However, this does not hold true in centers of population where high buildings are available and where the mast can be extended atop the building.

Receiving sets, according to the weight of testimony at the hearing and based on further informal studies, are expected to run slightly more than standard receivers, in view of the added "limiter" stage. Mass production, together with the development of small loudspeakers, with accordion-pleated cones, which give high-fidelity reception, should contribute to reduction in receiver cost. Manufacturers of FM receivers, a half-dozen of whom already are licensed for the Armstrong wide-swing system, plans to turn out combination AM and FM receivers and immediately launch merchandising campaigns designed to gear up production and gradually decelerate retail prices.

Any hint of priority to existing

(*Continued on page 90*)

Prospective Coverage of FM Stations

COMPOSITE preliminary engineering opinion on coverage of FM stations of varying powers indicates a radius ranging from 19 miles for a 100-watt station to 72 miles for a 50,000-watt station under what might be regarded as average conditions. The following tabulation indicates this composite technical opinion, with the antennas specified calculated to provide some gain:

Power (Watts)	*Antenna Height* (Feet)	*Radius* (Miles)	*Area* (Square miles)
100	150	19	1135
250	200	26	2160
1000	500	46	6650
5000	500	57	10200
50000	500	72	16250

Text of FCC Report

Authorizing Commercial FM

FREQUENCY modulation is highly developed. It is ready to move forward on a broad scale and on a full commercial basis. On this point there is complete agreement amongst the engineers of both the manufacturing and the broadcasting industries. A substantial demand for FM transmitting stations for full operation exists today. A comparable public demand for receiving sets is predicted. It can be expected, that this advancement in the broadcast art will create employment for thousands of persons in the manufacturing, installation and maintenance of transmitting and receiving equipment and the programming of such stations.

Experimental stations have been operating over a number of years on frequencies above 25000 kc. for the development of such frequencies for rendering a regular broadcast service. A number of these stations employed FM and others employed amplitude modulation. After extensive hearings and investigations, the Commission has concluded that FM has advanced to the stage where broadcasting on a commercial basis is desirable in the public interest. The Commission believes that this is one of the most significant advances that has been made in aural broadcasting in recent years.

How They Differ

Briefly the basic differences between amplitude and frequency modulation are as follows: Modulation is a process of imparting sound or other signal (intelligence) to a transmitted radio wave. The radio wave has two defining characteristics—amplitude and frequency. With amplitude modulation the sound controls the amplitude of the radio wave transmitted, while the frequency remains constant. In contrast, frequency modulation varies the frequency of the radio wave while the amplitude remains constant.

Up to the present, amplitude modulation has been used exclusively for regular as distinguished from experimental radio communication. The principle of FM has long been known but its practical use was not demonstrated until recently.

The hearing yielded a vast amount of information as to the use of FM in broadcasting on high frequencies. Each interested party agreed that FM is superior to amplitude modulation for broadcasting on frequencies above 25000 kc. The record leaves no doubt of the fact that a regular broadcast service can safely be initiated on high frequencies using FM.

The use of a wide band of frequencies makes possible a reduction of noise to a greater extent than attained with amplitude modulation. Man-made electrical and atmospheric noises consist primarily of amplitude variations and therefore frequency modulated signals have an inherent advantage in discriminating against noises. Experimental operations assured another advantage for FM, namely, that broadcasting stations could be operated on the same channel without objectionable interference with much less mileage separation than is possible with amplitude modulation. FM has the ability completely to exclude all except the strongest signal.

The opening of the new band for commercial broadcast will help to correct numerous defects and inequalities now existing in the standard broadcast band. These inequalities result from the scarcity of frequencies, their technical characteristics and the early growth of broadcasting without technical regulation. There is today a lack of stations in some communities and other communities do not have sufficient choice of program service. The establishment of the new broadcast band in the higher frequencies will enable many such communities to have their own broadcast stations.

The licensing of classes of stations in the same area with different frequencies and different power has resulted in a wide disparity in the extent of service to the public. The system of classification now employed in the standard broadcast band will not be used for licensing FM stations. In the rules and regulations and engineering standards to be issued in the near future information will be provided whereby applicants may apply for facilities to serve a specified area. Stations will be rated on the basis of coverage rather than power. Competitive broadcast stations in the same center of population will insofar as possible be licensed to serve the same area.

For texts of FCC report on FM-Television allocations, orders adopted covering commercial FM and other FM news developments see pages 76, 84, 85, 86 and 90.

Service Range

The service range of the new stations while limited will, in many cases, be greater than that obtained from the primary service area of comparable standard broadcast stations. Stations a relatively short distance apart will not create mutual interference of a type that has rendered allocation problems both national and international so difficult in the standard broadcast band.

The coverage will be substantially the same day and night. The present situation of certain stations in the standard broadcast band having large daytime coverage and restricted nighttime coverage on duplicated channels will be avoided. However, FM stations have not demonstrated the long distance coverage properties such as obtain with present high-powered clear channel stations. Accordingly, amplitude modulation stations in the standard broadcast band may be required indefinitely for the purpose of giving widespread rural coverage. For coverage of centers of population and trade areas, the new class of stations offers a distinct improvement.

Experimental FM stations rendering program service have employed a channel of 200 kc. There is testimony to the effect that a band width of less than 200 kc. can be used, but this entails a reduction of the noise-discriminating quality which has been established by experimental operations utilizing a channel width of 200 kc. Testimony advocating a narrower band width was not supported by experience in program service. Moreover, the narrower band width would make less feasible multiplexing of facsimile and binaural transmissions on the same channel. In addition, the Commission believes that a regular program service should begin on a 200 kc. band basis which can be conveniently reduced if technical developments warrant.

A further question at the hearing was the possible future effect on the service rendered by standard broadcast stations should an additional broadcast band in the high frequencies employing FM be established. There was agreement that the new and additional service would not supplant the service of standard broadcast stations generally and that, therefore, this service will not make obsolete the receivers now in use. Standard broadcasting is on an entirely different frequency band from that to be occupied by FM. FM will not interfere with it. Present standard broadcasting will continue, and certainly for a number of years will render full service. The extent to which in future years the listeners will be attracted away from the standard band cannot be predicted. Testimony at the hearing indicated that the manufacturers will provide receiving sets capable of receiving both standard and the FM broadcasts.

The record is clear that the frequency space heretofore allocated to high-frefrequency broadcasting is not sufficient to establish a wide-spread service employing wide-band FM. The testimony indicates that advantages are to be had by the use of a continuous band for high-frequency broadcast stations which includes non-commercial educational stations. Therefore, the Commission deems it in the public interest to allocate a continuous band that will suffice for both commercial and educational stations.

The frequency band of 41000 to 42000 kc. is now allocated to educational stations on a regular broadcast basis, and most of the activity of experimental stations using FM has been in the band between 42000 and 44000 kc.

There is testimony to the effect that commercial broadcast stations employing FM should be permitted to operate in the frequency band between 42000 and 50000 kc. principally for the reason that this band is particularly suited for rendering an FM broadcast service. The effect of sky wave interference will not be known until additional stations are placed in operation in various parts of the country. If later developments should favor the use of higher frequencies, the Commission will consider the facts at that time. In any event, the record of the hearing clearly indicates that this particular band offers the best solution of the allocation problem at this time.

Therefore, the Commission is making available for regular high-frequency broadcast stations and educational stations the frequency band 42000 to 50000 kc., in which band 40 200-kc. channels are available. Adequate provision will be made for television service as pointed out in our statement on allocations accompanying Commission Order 67.

The channels made available by Order 67 to FM broadcast stations, including the multiplexing of facsimile transmission simultaneously with aural broadcasting, are assigned to services as follows:

Non-Commercial Educational Broadcast Stations:

42100	42500	42900
42300	42700	

High-Frequency Broadcast Stations:

43100	44900	46700	48500
43300	45100	46900	48700
43500	45300	47100	48900
43700	45500	47300	49100
43900	45700	47500	49300
44100	45900	47700	49500
44300	46100	47900	49700
44500	46300	48100	49900
44700	46500	48300	

Under the foregoing allocation for FM broadcast stations, the same number of frequencies previously allocated to educational stations has been retained, the only change being that the band for such stations has been placed 1,000 kilocycles higher in the spectrum. This arrangement provides for educational channels in the regular high-frequency broadcast band and thus permits the same receiver to be used for the two services. The 1,000 kc. set aside in the lower part of the band allocated to commercial broadcast stations for educational stations not only places the educational stations on an entirely independent basis but also gives them the benefit of the developments in the service rendered by the commercial stations.

The few existing non-commercial educational broadcast stations employ amplitude modulation. It is contemplated that they may continue so to operate with the same equipment in the new frequency band 42,000-43,000 kc. It is not contemplated, however, that applications for new educational broadcast stations proposing amplitude modulation will meet the Commission's requirements in the absence of a showing of special necessity for the use of amplitude modulation.

The bands 25,000-27,000 kc. and 116,000-118,000 kc. will not hereafter be assigned to FM domestic broadcasting.

There are pending a number of applications for high-frequency broadcast stations on an experimental basis, which were filed pursuant to existing rules and regulations. None of these applications is sufficient for the authorization of a regular broadcast station on a full commercial basis nor are any of them sufficient for the limited experimental service to be authorized. Therefore, these applications will be dismissed, but without prejudice to the filing of new applications for either experimental or regular FM broadcast stations. Rules and regulations for both regular and experimental service will be promulgated by the Commission in the near future.

It also follows that authorizations for existing high-frequency experimental broadcast stations which contemplate service to the public should be terminated not later than Jan. 1, 1941, without prejudice to the filing of new applications for either type of service.

Applications for FM broadcast stations will be accepted by the Commission when the new rules and regulations for FM broadcast stations, including standards of good engineering practice, and application forms are issued. This will be done promptly.

Monopoly Group Again Postpones Proposed Report

Delay Deliberate, Says Tobey, In Speech Before Senate

RACING against time, the FCC Network Monopoly Committee met May 27 in an effort to put the finishing touches on its long-awaited report, but referred it to the staff for another in a long series of revisions. The committee wants to transmit the report to the full Commission in time for release prior to adjournment of Congress, now expected in mid-June.

Committee members, it is understood, found they could not reconcile certain of the conclusions with the testimony adduced at the hearings held a year-and-a-half ago, probing all phases of network control, management and contractual relations as well as subsidiary phases of commercial broadcast operation. The committee is made up of Thad H. Brown, acting chairman, Paul A. Walker and F. I. Thompson.

Frequent Revisions

Members of the committee apparently were spurred into renewed action by charges of Senator Tobey (R-N.H.) alleging the report was being deliberately held up. Demanding action, he asked on the floor of the Senate: "Are there no guts in these committees?"

In informed quarters, it was believed the substance of the report would be a digest of the voluminous testimony taken during the six months of hearings, along with suggested recommendations to Congress for changes in the law, to make possible reforms in regulatory practice. The report, however, is said to have undergone a number of revisions.

Tobey's Denunciation

The continued non-appearance of the network-monopoly report gained Congressional attention once more on May 15 when Sen. Tobey (R-N.H.) read into the *Congressional Record* his inquiry addressed to individual members of the FCC [BROADCASTING, May 15] and replies received from three of the seven Commissioners — Commissioners Case, Craven and Payne— none of whom were members of the so-called Network-Monopoly Committee. He termed failure of the FCC to produce the report an "instance of impairment of efficiency and disservice to the American public".

Commenting to BROADCASTING, May 28, Sen. Tobey declared: "I have not yet received replies to my letter from any other members of the Commission, including the Chairman. Chairman Fly advised me some time ago I would receive a reply 'very shortly.' So far this has proved to be the same type assurance as that given to Congress by various members of the FCC over the past 19 months, in which Congress was advised repeatedly that the report would be ready in 60 days."

The replies of Commissioners Case and Craven presented no specific information on prospects of action on the report, both indicating general interest in the matter but pointing out they were not members of the committee. However, Commissioner Payne declared in his May 5 reply:

"Over a month ago I brought the matter up at meeting of the full Commission. I stated that, while I was not a member of the subcommittee on the radio-monopoly hearing, I felt that the report had been so long delayed that all the members of the Commission would very properly be charged with neglect if the subcommittee were to continue to withhold the report. Two of the members of the subcommittee, Commissioners Thompson and Walker, assured me that they had been trying to have the report forwarded to the full Commission. The third member of the subcommittee is Commissioner Brown, who is also chairman of the subcommittee. Personally, I am glad that you have taken the action that you have, and

(Continued on page 32)

Principals in Westinghouse Promotions

NEW HIGH COMMAND of Westinghouse Radio Stations Inc. will formally take over full management of Westinghouse stations on July 1, when current program management contracts with NBC terminate. Promotions and new appointments, both by NBC and Westinghouse, were effected May 20 to complete the reorganization. At top is Walter C. Evans, vice-president of Westinghouse Radio Stations Inc. and manager of its radio department. At left center is Sherman D. Gregory, for the last two years general manager of KDKA, named manager of NBC's owned and operated stations with headquarters in New York, working under NBC Vice-President William S. Hedges; at right center, John A. Holman, shifted from WBZ-WBZA to KDKA as general manager. Bottom row (l to r): Vincent F. Callahan, promoted from assistant general manager to general manager of WBZ, Boston, and WBZA, Springfield; Lee B. Wailes, former manager of NBC-owned and operated stations, named by Mr. Evans as manager of Westinghouse stations, with headquarters in Philadelphia; Griffith B. Thompson, sales manager of KYW, Philadelphia, named general sales manager of Westinghouse stations in addition to present duties, with headquarters in Philadelphia. Leslie Joy continues as general manager of KYW and W. C. Swartley as manager of WOWO-WGL, Fort Wayne, also Westinghouse-owned. J. B. Rock, for several years chief assistant to Mr. Evans, continues in that capacity. Like Mr. Evans, he will divide his time between Westinghouse manufacturing activities in Baltimore and broadcasting activities in Philadelphia. Mr. Rock, an engineer, has been intimately associated with Westinghouse broadcast activities for the last three years.

Naming of Brown Thought Imminent

REAPPOINTMENT of Thad H. Brown for a seven-year term as a member of the FCC prior to expiration of his present term June 30 is confidently expected in high Administration circles.

An Ohio Republican, Col. Brown is the only remaining member of the former Federal Radio Commission now sitting on the FCC. He was named a member of the Radio Commission on Jan. 21, 1932, after having served as general counsel since 1929. He was carried over as a member of the FCC upon its creation on July 11, 1934, having been named for a six-year term.

Several months ago Col. Brown had in mind retirement from the FCC to reenter private law practice in Ohio and Washington. It is understood, however, that he has decided to forego such plans.

His nomination by President Roosevelt is expected in Administration quarters prior to adjournment of Congress, likely to come in mid-June. If Congress adjourns prior to confirmation the appointment would be for the duration of the Congressional recess with confirmation at the next session.

WPAY Case Seen Test Of Newspaper Ownership

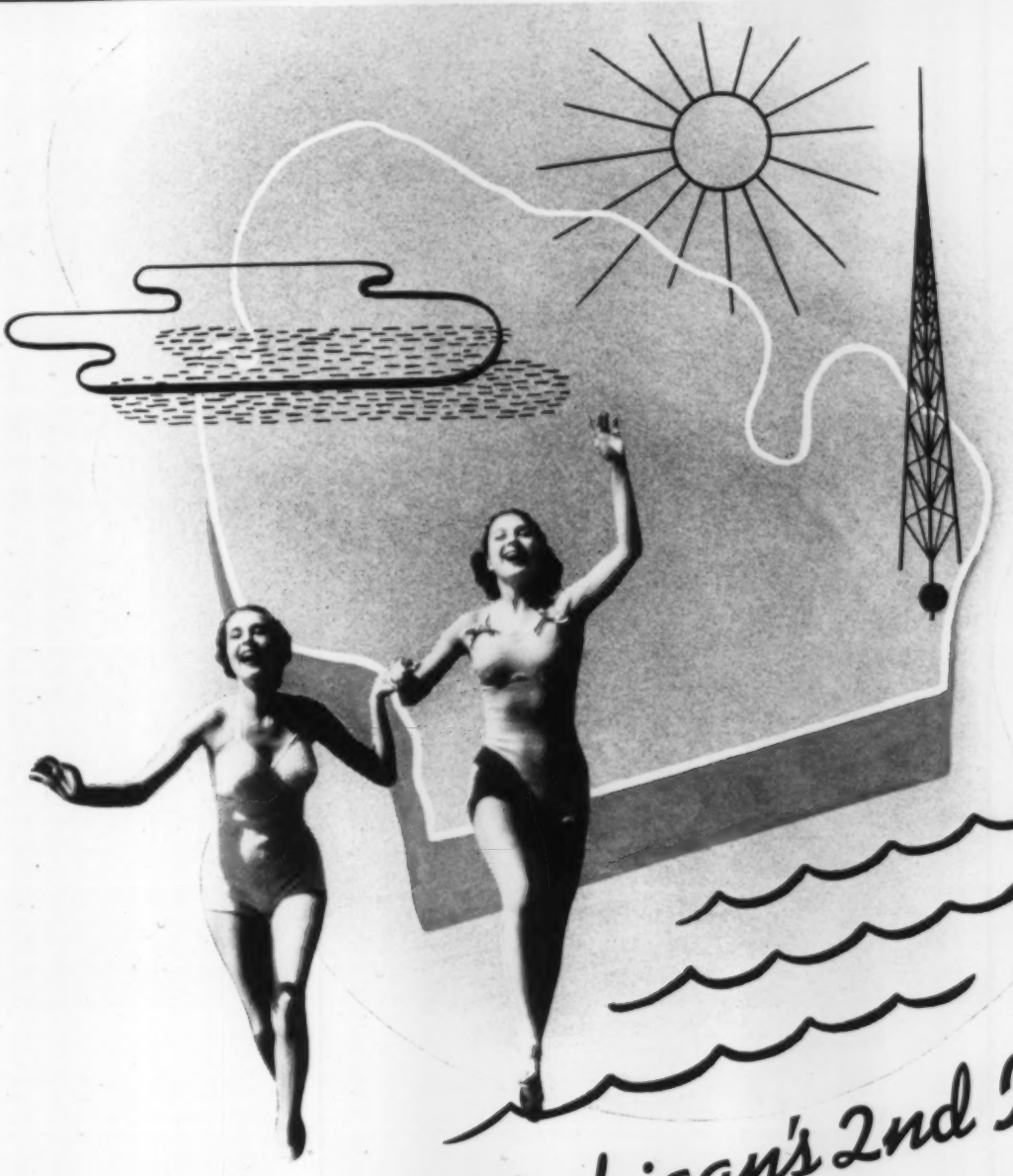
SEEN as a test of the newspaper ownership issue is the hearing ordered June 6 before the full FCC on the proposal of the Brush-Moore Newspapers Inc., publishers of the *Portsmouth Times* and other Ohio dailies, to acquire 50% of the stock of WPAY, Portsmouth local, and thus become its sole owner. The newspaper company already owns 50% and seeks to purchase the remainder from Chester A. Thompson, Cleveland financier, for $20,000.

The issue grows out of the fact that the newspaper and radio station are the only ones in the community, and full ownership of the station would give the newspaper company control of both. When permission to transfer the Thompson stock to the newspaper was sought recently, it was denied. The Commission was reported as voting 4 to 2 against the transfer with Commissioners Fly, Walker, Thompson and Payne opposed to Commissioners Brown and Craven.

More than a dozen new station grants or transfers of ownership, in which the only station in the community went in whole or part to the only newspaper company, have been made by the FCC since Jan. 1, 1939, and the list of newspaper-owned stations compiled for the BROADCASTING *Yearbook* shows this situation prevailing in several score cases among the 275 stations identified with newspaper ownership.

AP Working on Radio

MANAGEMENT of the Associated Press is engaged in reorganizing the AP radio policy to permit freer use of AP news on the air, but there are no results to announce as yet, according to W. J. McCambridge, assistant general manager. Many members have asked for a processed radio report, he said, and the management is attempting to work out a satisfactory way to supply it to them.



WXYZ
DETROIT

Highspot for Michigan's 2nd Industry

Summer Travel in Michigan is the second industry of the State. Regardless of where the visitors come from or where they stay in Michigan, Detroit is usually included as part of the summer trip. This Bonus Summer Market—and Detroit's terrific normal buying power, plus the preference for WXYZ of listeners with purchasing power—give you the biggest radio dollar value of the day.

WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS *Daytime* . . . 1000 WATTS *Nighttime*
Basic Detroit Outlet for NBC Blue Network

National Sales Representative — PAUL H. RAYMER CO.

Radio Service Awards Begun By Georgia University System

'Pulitzer Prizes' Are to Be Offered Each Class of Station and One National Network a Year

PUBLIC service awards for radio, paralleling those of the Pulitzer prizes in journalism and the arts, have been created by the University System of Georgia, to begin next year. To perpetuate the name of the late George Foster Peabody, eminent Southern philanthropist, the awards will be administered by the Henry W. Grady School of Journalism of the University of Georgia.

The awards will be for the most distinguished and meritorious service rendered by each of three American stations in the clear, regional and local groups, and to one national network. Competition for the awards will be limited to work done during the calendar year, with the 1941 initial awards to be based on public service programs during the current year.

A Goal Attained

Long the goal of Lambdin Kay, pioneer broadcaster and now public service director of WSB, Atlanta, the awards were developed in collaboration with the NAB. Mr. Kay several years ago headed an NAB committee named for that purpose. Conferences were held in March [BROADCASTING, March 15] with officials of the university regarding the project, and tentative approval first was given. The board of regents approved the project May 17.

Participants in the conferences which resulted in crystallization of the plan included Dr. S. V. Sanford, chancellor of the University System; Marion Smith, chairman of the board of regents; Dr. Harmon W. Caldwell, president of the university; Mrs. Marjorie Peabody Waite, daughter of Mr. Peabody; John E. Drewry, director of the Grady School; Mr. Kay, and Harry Hodgson, of Athens, a personal friend of the late Mr. Peabody. Ed Kirby, NAB public relations director, participated in several of the conferences on behalf of the trade association.

NAB President Neville Miller hailed the awards as a "new and noteworthy standard by which the public service contributions of the broadcasters will be gauged and measured". American broadcasters, he said, "are honored that under such distinguished and impartial auspices, annual awards will be bestowed for the most outstanding contributions rendered in the public interest which they are dedicated to serve."

Mr. Kay observed that broadcasting has been too busy growing up to acquaint the world with its "indispensability in preserving democracy through true public service". Broadcasting stands alone today as the personification of the real meaning of free speech, he said. He expressed the wish that the new Peabody Radio Awards "hasten public acceptance of broadcasting's status as America's basic bulwark and safeguard to democracy."

Following is the text of the resolution providing for the Peabody Awards:

Recognizing that the radio is an important medium of information, entertainment and public service, comparable to the press, the University of Georgia (chartered 1785), through the Henry W. Grady School of Journalism and a Board of Advisers, will confer annually, beginning in 1940, The George Foster Peabody Radio Awards for the most distinguished and meritorious service rendered by each of three American radio stations, representing the three major types of stations (local, regional and clear channel), and also by a national broadcasting chain, said awards to be given to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University of Georgia and friend of educational progress everywhere.

These awards will be announced and bestowed publicly by the regents of the University System of Georgia, upon recommendation of the Advisory Board set up and maintained jointly by the University of Georgia, through the Henry W. Grady School of Journalism, and the NAB.

The membership of this Advisory Board shall consist of the Chancellor of the University System of Georgia, and 11 other outstanding American citizens who have demonstrated in a notable degree their interest in public affairs, and who also by position and achievement are prepared to evaluate in an impartial and detached manner the contributions of radio stations and chains in connection with this award. The board is to be self-perpetuating, subject to the approval of the board of regents. Nominations for membership are to be made through the office of the Director of the Henry W. Grady School of Journalism. (The initial personnel of the Advisory Board will be submitted for approval by the Board of Regents in a separate resolution, this month.)

Nominations of candidates for these awards shall be made in writing to the Director of the Henry W. Grady School of Journalism, the University of Georgia, Athens, Georgia. Each nomination must be accompanied by complete and self-evident data setting forth clearly the claim to consideration for one of these awards. Program subjects, program outlines, program transcripts, recordings, letters and other pertinent data should be so presented as to comprise an exhibit which will be a faithful record of the station's particular contribution to public service offered for consideration in this connection.

Competition for one of these awards will be limited to work done during the calendar year ending Dec. 31 next preceding. The first award will be made in 1941, based on public service programs of 1940.

The closing date for entries will be Jan. 15.

'Open House' Clicks

SO SUCCESSFUL was the "open house for newcomers to the Texas Panhandle" held May 23 by KGNC, Amarillo, Tex., that the station plans to hold a similar open house for new arrivals each month. Invitations to the function were extended via KGNC broadcasts and the *Amarillo Globe-News*, and response was so great that an originally scheduled quarter-hour commemorative program was expanded on the spot to 25 minutes.

Armour's 'Treet' List

ARMOUR & Co., Chicago (Treet), the week of May 27 started a 13-week campaign of thrice-weekly quarter-hour transcribed programs, *Your Treat*, featuring Charles Sears, tenor, and Harry Kogen's orchestra. Stations are WADC WGST WMAZ WTOC WBRC WEEI WGR WBT WLS WCKY WGAR WFAA KLZ WHO WWJ WTIC KTRH WSAZ WIRE WMBR WDAF KARK KFI WHAS WMC WIOD WISN KSTP WWL WEAF WTAR WKY KOIL KYW WCAE KGW WJAR WMBG KSD WOAI KPO KOMO KTBS KFPY WRC. Lord & Thomas, Chicago, handles the account.

NEOPHYTES in the Massachusetts South Shore A League are these baseballers wearing for the first time the red, white and blue uniforms of Yankee Network. The network's No. 1 fan and president, John Shepard 3d, is seen here in the midst of his boys as they lined up at their first home game at Squantum, Mass., in mid-May. The erstwhile Squantum Racketeers last year won the championship of the South Shore B League and this season graduated into the tougher A League under Yankee colors. The club has played 436 games, winning 355, tying 20 and losing only 61 —an .853 average. It was President Shepard who arranged for play-by-play broadcasts of Boston Red Sox and Braves home games in 1922 shortly after establishing WNAC — and handled play-by-play descriptions.

'Radio Day' at Fair Is Set for August

New York, San Francisco to Merge Fete for Free Air

POSTPONEMENT of "Broadcasting Day" from July 4 to early August, so that both the New York and San Francisco World's Fairs can collaborate in the event, was agreed to May 24 by principals representing radio and the Fair organizations. Originally, a celebration had been planned at the New York Fair on Independence Day, at which a plaque symbolic of radio was to have been dedicated.

Under the tentatively revised plans, the event will be observed either Aug. 3 or Aug. 7 in two separate celebrations—at New York and San Francisco. Separate plaques will be unveiled. Moreover, it was understood that President Roosevelt would not be able to participate in July 4 ceremony whereas there is likelihood he will take an active part either on the scene or by remote control in the joint event.

Convention Tie

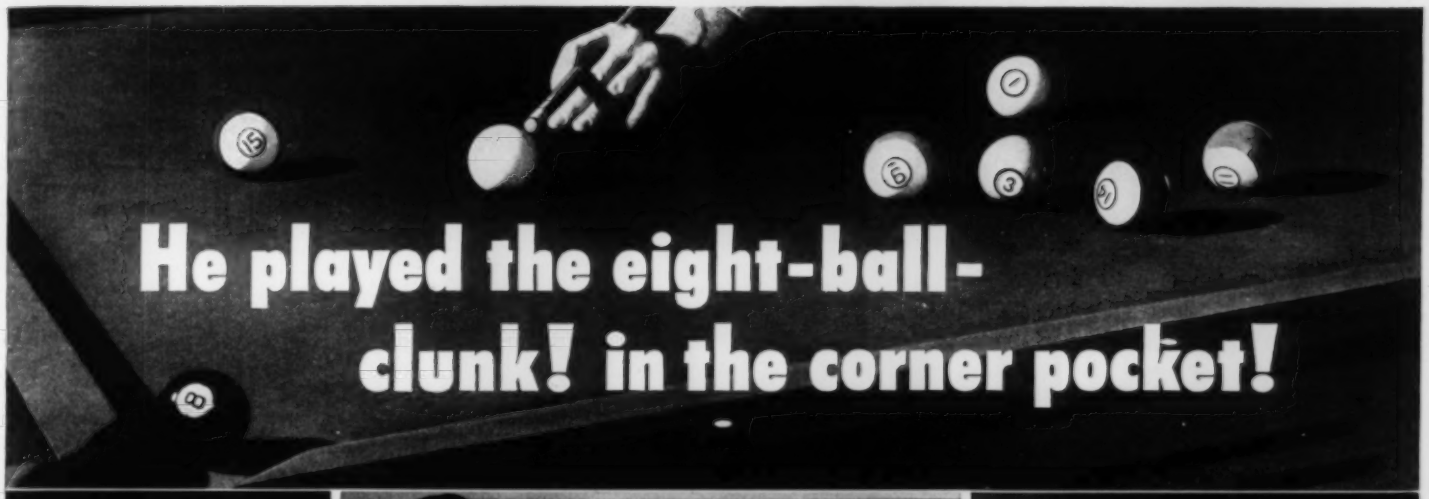
The new date, whether Aug. 3 or Aug. 7, will tie into the annual convention of the NAB in San Francisco, scheduled for Aug. 4-7. The Aug. 3 date would be the Saturday preceding opening of the convention. The later date would fall on the occasion of the annual industry banquet.

Plans evolved for the original celebration [BROADCASTING May 15] are being used as the base for the revised observance. The theme will be recognition of broadcasting as an American institution on equal footing with the press and entitled to the same constitutional right to freedom. A gigantic combined network program, tying in independent stations, is contemplated for the presentation of the "Free Radio" plaques. With both of the Presidential nominating conventions concluded, the plans may include invitation to the Republican and Democratic nominees to participate.

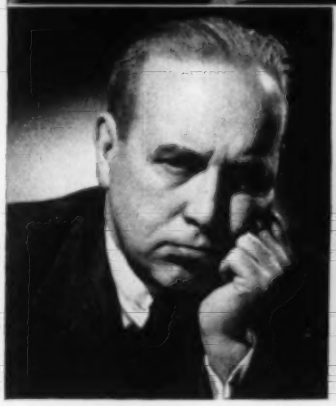
Summer Sunkist Drive Placed on 38 Stations

CALIFORNIA Fruit Growers Exchange, Los Angeles, consistent user of radio time, through Lord & Thomas, that city, on June 3 starts a spot announcement campaign for both Sunkist and Red Ball oranges, utilizing a total of 38 stations in 34 markets for 10 weeks. An average of two spot announcements daily will be used five times weekly on each station during the campaign. Stations are WWNC WRDW WFBR KBRC WCAX WCSC WBT WCKY WBNS WOOD WASH WBIG KTRH WHAS WMAZ WTMJ WALA WSFA WSM WWL WSMB WTAR WCSH WGAN WRR WJAR WMBG WDBJ WHAM WSYB WOAI WTOC WGBI KWKH WJSV WPTF KFAB KTSM.

The thrice-weekly quarter-hour program, *Hedda Hopper's Hollywood*, sponsored by the Exchange on 28 CBS stations, Monday, Wednesday, and Friday, 6:15-6:30 p.m. (EDST), for Sunkist oranges and lemons, will continue through the summer and fall. The spot campaign is being concentrated in areas where the network program is not heard.



He played the eight-ball-clunk! in the corner pocket!



1 The Boss was in a spot—right behind the Eight Ball about radio.

2 One territory needed extra zip to back up a sampling campaign. Another was so tight in competition's hands that even blasting wouldn't help. A third called for special treatment because a new product was being tested.

3 The boys said we needed to call our shots instead of banging at the whole table.

4 "If we could only pick the right stations individually," says the Sales Manager; "change our appeals to suit each territory, choose the best possible kind of broadcast for each section and put it there when people are listening."

5 "Here's that Time magazine ad by the Petry Company," said the Boss's secretary, "You asked me to keep it on file."

6 "Smart girl!" chortles the Boss. "Here it is, Jim, just as you described what we should do! Behind the Eight Ball, am I? Well, watch me call my shots with SPOT RADIO from this minute on!"

Why SPOT RADIO so precisely fits so many situations

It lets the national advertiser choose markets and buy radio stations intentionally—because SPOT RADIO means that you pick them separately, as many as you like—wherever you please.

You can suit the program of each station to your need and your budget—any type of show, any length, live or transcribed—at the best available time for each market—anywhere.

ANY TIME ANY LENGTH ANY WHERE

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.

EDWARD PETRY & COMPANY

INCORPORATED

Representing leading Radio Stations throughout the United States — individually

Offices in: **NEW YORK · CHICAGO · SAN FRANCISCO · DETROIT ST. LOUIS · LOS ANGELES**

AFRA Offers Code to Disc Companies

Sharp Restrictions on Use of Recordings Are Proposed

AMERICAN Federation of Radio Artists on May 28 mailed to transcription producers copies of its new "Code of Fair Practice for Transcriptions and Recordings for Radio Broadcasting Purposes", together with a letter inviting them to call at union headquarters "with the view of concluding this agreement".

The 18-page mimeographed agreement lists the minimum terms and conditions under which actors, singers, announcers and sound effects men may be employed for the making of transcribed programs—terms and conditions AFRA officials describe as representing the wishes of the union's entire 9,500 members, terms and conditions which committees and membership meetings have worked out over a period of about nine months.

Transcription interests would not discuss the code publicly but indicated that a statement will be issued when their negotiating committee meets June 4.

Types of Discs

In the main the new code is a duplicate of the code of fair practice for network commercial programs which went into effect in February, 1939. Artists employed on Class A transcriptions, "custom built transcriptions used by one sponsor for a specified product, or open end transcriptions for one sponsor used on four or more stations for one product or one or more stations of 50,000 watts or over," are to be paid the same minimum wages as for the same services on network commercials. In addition to the 15-minute, 30-minute and 60-minute minimums, the new code also provides for programs of five minutes or less, which are not covered in the network code.

But program distribution via transcriptions does not always parallel that of the networks, so the new code provides for Class B transcriptions, defined as "open end transcriptions which may be used on any number of stations not over 1,000 watts in power," for which artists may be employed at wages lower than those for Class A discs.

However, "if an open end transcription is used by one sponsor for one product on four or more stations up to 50,000 watts in power or on one station of 50,000 watts or over, such transcription is automatically reclassified as Class A and . . . in such case the artist shall receive as additional compensation not less than the difference between the original fee paid and the minimum fee for Class A transcriptions. If an open end transcription is used by individual stations or sponsors on single stations of more than 1,000 watts but less than 50,000 watts in power, the artist shall receive the difference between the open end and custom built rate."

Class B, says AFRA, was set up to protect the small manufacturer who sells his recordings chiefly to low-powered stations for resale to local advertisers. The restrictions are designed to prevent national advertisers from taking advantage of the lower scale for programs of wide distribution. It is obvious, however, that if a difference in use means a difference in payment of talent the recording companies will have to keep far more elaborate records.

This is as true for Class A as for Class B transcriptions, for the Code states that artists on Class A programs shall be paid "an additional fee equal in amount to the fee for the original recording (a) for the use of such recording by each subsequent sponsor to whom such recording may be sold, leased or otherwise made available for broadcast purposes, and (b) for each alteration or deletion of the commercial message."

Companies providing transcribed library services may be forced to change not merely their system of keeping records but their entire sales policies. Library service recordings made by singers, says the code, "shall in no case be used for any purpose after six months from date of recording and in no event as a part of commercial broadcasts," although a six-month renewal may be secured by an additional payment equal to the original talent fee. Designed, says AFRA, to protect singers of standard songs which might be played again and again for years and years, this clause would make it impossible for library services to be sold on the same basis as today.

Further limiting the use of recordings, the code states that "recordings of six minutes or upwards may be played once only on any one station within a period of one year from date of recording," while "recordings of five minutes or less may be played as often as desired for the original fee, but not after two months from date of recording and processing." In each case, repaying the original fee will extend the use for like periods, under the same conditions.

'Unfair' Clause

The section that is expected to produce the most violent objections from transcription manufacturers, however, is the one on unfair stations, which reads: "The producer agrees, on notice by AFRA that any radio station has been declared unfair by AFRA, not to require members of AFRA to perform services in connection with recordings released to such station, nor to make available to such station recordings on which AFRA members are used, for the purpose of aiding and abetting such station in continuing its unfair practices." Since the producer has also agreed to employ only AFRA members, this clause might possibly place him in the position of telling the subscribers to his library service that unless they signed AFRA contracts for their staff artists he would be unable to supply them with recordings, if AFRA chose to designate such stations "unfair".

Asked whether this clause does not constitute a secondary boycott provision, Mrs. Emily Holt, executive secretary of AFRA, replied that it does not. "Every member of a union," she stated, "has the right to refuse to work with non-union people if he so desires, even if his work is performed through a mechanical projection of himself. It would be unthinkable that recordings made by AFRA members might be used to supply a service to stations against whom AFRA might be conducting a strike, thus enabling those stations to remain on the air despite a lack of live talent." She added that many AFRA members have suggested that they stop making recordings altogether until such time as all stations have signed AFRA contracts.

Another section of the code that will probably elicit strong opposition from the manufacturers of transcriptions is the "present inventory" clause, which requires that all recordings made before the code goes into effect must be withdrawn from use by "the ____ day of ____, 1940" unless the artists employed on the discs are paid the new scale of fees called for by the code. As this section will prevent the company with a large stock of old records on hand to sell them at cut rates in competition with new recordings produced under the code, it will protect the manufacturers as well as the artists from unfair competition, AFRA believes.

Although the code is offered for one year only, AFRA makes allowance for the development of frequency modulation in a section that states that for this type of station power shall not be the determining factor and reserving for AFRA the right to establish applicable rules and regulations to FM stations.

AFRA also reserves the right to establish rules and regulations for artists employed in making phonograph records. Regarding sound effects men, who were not specifically mentioned in the network commercial code, AFRA reserves the right to set up rules for minimum wages and working conditions for them when "engaged for transcriptions, slide films, phonograph records or any other mechanical device covered by this code." A slide film schedule provides for minimum payment of $15 for a 15-minute platter plus $6 per hour rehearsal, with one hour rehearsal required on each record.

Arbitration Plan

If a recording of less than 15 minutes is used in connection with a live commercial broadcast, the fee applicable for the live program shall be paid, the code states. This provision was made, says AFRA, to prevent a $2 transcribed commercial announcement replacing a $21 live announcer on a network commercial program. The code also contains clauses prohibiting "dubbing", requiring each recording to bear an AFRA label, setting up safeguards against violation, providing for arbitration under the rules of the American Arbitration Assn. of controversies over interpretation of the code, and the like.

The code also contains a clause reading as follows: "The signatory agrees that every radio artist retains for himself his common law and property rights in his recorded interpretation, subject only to the signatory's right to use such recording as provided in this code, upon the payment of the fees required herein."

Minimum Fees under AFRA's Proposed Transcription Code:

ACTORS AND ANNOUNCERS

Minutes	*Class A Fees*	*Class B Fees*
1 or less	$ 2.00	$ 2.00
1 to 2	3.00	3.00
3 to 5	5.00	5.00
6 to 15	15.00	10.00
16 to 30	25.00	12.50
31 to 60	35.00	17.50

Rehearsals: $6 an hour for Class A; $3 an hour for Class B.

SINGERS ON CLASS A PROGRAMS
(Fees per Person)

Minutes	*9 or more Voices*	*5 to 8 Voices*	*2 to 4 Voices*	*Soloists*
5 or less	$ 5	$ 8	$10	$15
6 to 15	14	24	30	40
16 to 30	16	28	35	50
31 to 45	18	32	40	60
46 to 60	20	36	45	70

SINGERS ON LIBRARY PROGRAMS
(15 minutes or less)

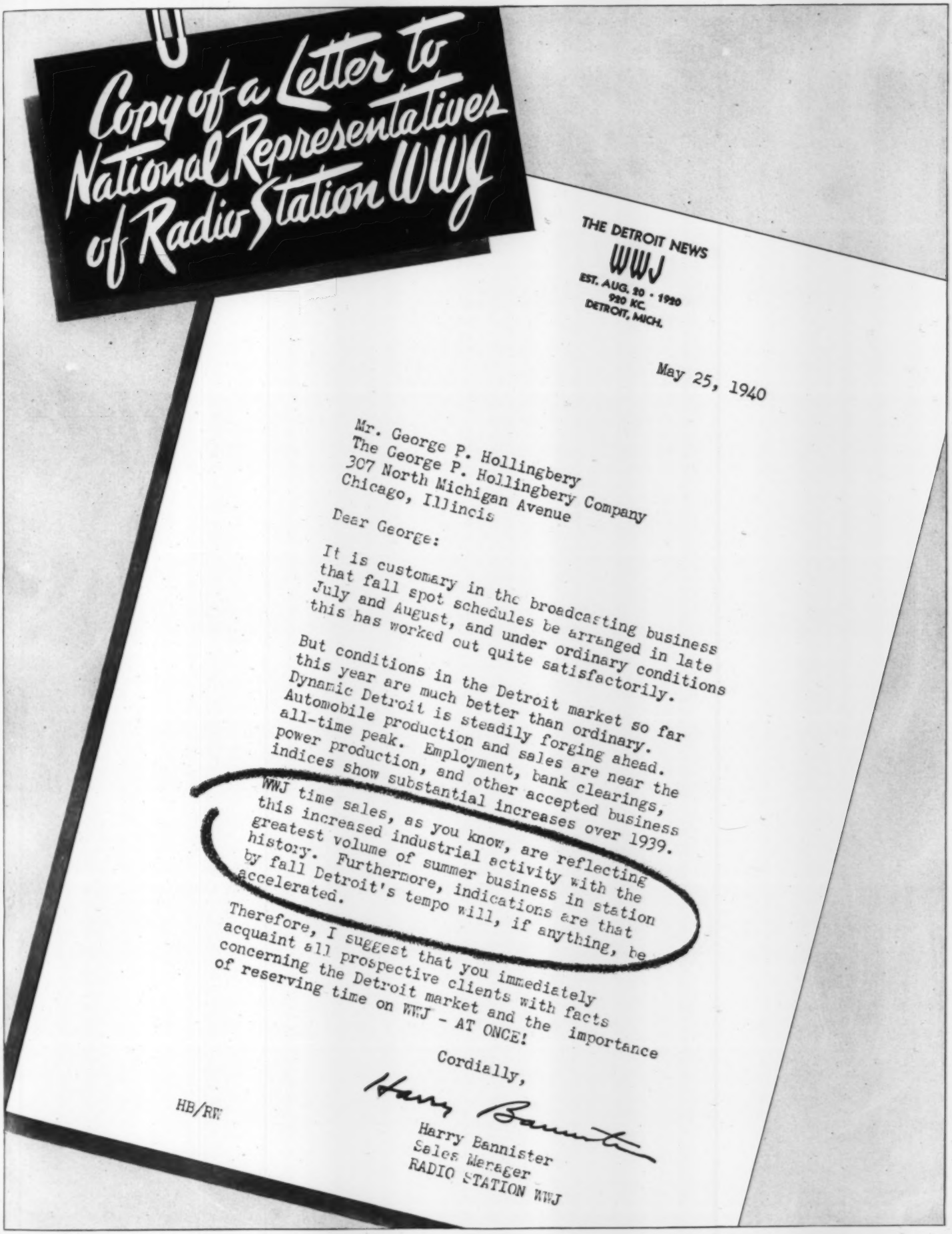
9 or more voices	$20 per person
5 to 8 voices	32 per person
2 to 4 voices	40 per person
Soloists	50 per person

Rehearsals: 5 or more voices, $4 an hour; 2 to 4 voices, $5 an hour; soloists, $6 an hour.

Lady Newscaster

THE EXCEPTION rather than the rule is the woman newscaster in American radio, and Betty Louis Bemis is one of those exceptions who qualifies by reason of extraordinary capability and experience. On June 3 she joins WLW, Cincinnati, to handle a daily news program, having resigned from KLZ, Denver. Daughter of the publisher of the *Littleton* (Colo.) *Independent*, who is also manager of the Colorado Press Assn., Miss Bemis is a U of Colorado pre-medical graduate who went to the U of Paris on an exchange scholarship and was soon engaged in news reporting. In Africa during her summer vacation, she was arrested as a suspected spy. Then she went to Belgium and Germany, and was en route to Budapest and Prague when the Munich crisis occurred. The authorities sent her back to Paris and she soon sailed for home, joining the staff of KLZ last year.

Copy of a Letter to National Representatives of Radio Station WWJ



THE DETROIT NEWS
WWJ
EST. AUG. 20 · 1920
920 KC.
DETROIT, MICH.

May 25, 1940

Mr. George P. Hollingbery
The George P. Hollingbery Company
307 North Michigan Avenue
Chicago, Illincis

Dear George:

It is customary in the broadcasting business that fall spot schedules be arranged in late July and August, and under ordinary conditions this has worked out quite satisfactorily.

But conditions in the Detroit market so far this year are much better than ordinary. Dynamic Detroit is steadily forging ahead. Automobile production and sales are near the all-time peak. Employment, bank clearings, power production, and other accepted business indices show substantial increases over 1939.

WWJ time sales, as you know, are reflecting this increased industrial activity with the greatest volume of summer business in station history. Furthermore, indications are that by fall Detroit's tempo will, if anything, be accelerated.

Therefore, I suggest that you immediately acquaint all prospective clients with facts concerning the Detroit market and the importance of reserving time on WWJ - AT ONCE!

Cordially,

Harry Bannister

HB/RW

Harry Bannister
Sales Manager
RADIO STATION WWJ

Import of News Ends Rivalry of Radio and Press

Competing Media Cooperating To Bring Clear Versions

By BRUCE ROBERTSON

WHILE Allied and Nazi armies were battling in Europe, radio kept millions of anxious Americans informed of every turn in the tide of battle. The nationwide networks added extra pickups from abroad to their daily schedules, bringing not only news of the battle front but also of England's feverish preparations for invasion.

The magnitude of covering the European war which, whatever its outcome, is bound to effect seriously the future course of life on this as well as the other side of the Atlantic, has caused an almost total disappearance of the normal rivalry between radio and the press and even between individual networks for "scoops". Everyone is concentrating on the job of bringing to the American public a clear, concise and above all correct picture of occurrences abroad. Never has radio more truly strived to fulfill its public service function.

Normal Schedules

At the newsrooms of the networks, however, few signs of extraordinary activity are visible. There are more people on duty than usual at any one time and some of the faces reflect the strain of working extra hours under high tension, but the work of gathering news from the teletypes of the press associations and the shortwave receivers that are constantly tuned to the transmitters of Europe and of getting it on the air proceeds quietly and without confusion. The large black-lettered signs — "Please do not enter the newsroom except on urgent business" — which were prominently displayed on the 17th floor of the CBS Bldg., have come down.

Not since the night of May 9-10, when German armies first invaded Holland and Belgium, have the networks stayed on the air all night. Seldom is a regularly scheduled program interrupted for a war bulletin, although available sustaining time is frequently preempted for a special news broadcast. Except for broadcasts of transcendental importance, such as that of King George VI of Great Britain on May 24, which take precedence over all other programs, normal schedules have been maintained.

Personnel Supplemented

At CBS headquarters, Jack Gerber, formerly with *Time* magazine and the National Youth Administration, has joined the special affairs staff as assistant to Ed Johnson, foreign news editor, and several part-time workers have also been added. In addition to its regular 8 a.m. and 6:45 p.m. broadcasts from European capitals, CBS now has a five-minute news summary at 9:25 a.m., Monday through Friday, and at 10:30 each evening Maj. George Fielding Eliot is featured in a 15-minute broadcast that also includes reports from abroad or from Washington or New York.

Col. Charles W. Kerwood, who flew with the Lafayette Escadrille in France during the last war and who has served on the U. S. Aeronautical Committee for Aircraft Safety, has joined Mutual's war coverage staff as regular aviation news analyst. With Maj. Leonard H. Nason and Paul Schubert, Army and Navy analysts, Col. Kerwood is heard frequently on MBS in programs summarizing the progress of the war on land, sea and air. MBS has also added a third daily period of AP news bulletins, which are now broadcast at 11 a.m. and 6 and 10:15 p.m.

H. V. Kaltenborn, NBC's news analyst, has added an afternoon spot, 1:30-1:45, to his regular schedule, bringing his total to 11 broadcasts a week on NBC-Red, including his sustaining broadcasts and those sponsored by the Pure Oil Co. This new schedule, the most strenuous he has ever attempted, has resulted in the cancellation of Kaltenborn's out-of-town lecture engagements "for the duration". On NBC-Blue, John Gunther now gives his expert interpretation of the news each evening at 10. John B. Kennedy has been added to NBC's staff of commentators.

Augmenting its European pickups at 8 a.m. and 7:15 p.m., NBC has started a regular midnight broadcast featuring William Hillman, chief of *Collier's* foreign bureau, from London, who is occasionally joined by correspondents in other European capitals. Following the trans-Atlantic reports, Maj. Gen. Stephen Fuqua, U. S. A. retired, reviews the day's military maneuvers for NBC listeners. Gen. Fuqua was military observer for the United States during the war in Spain and was formerly chief of infantry.

William Shirer, head of the CBS Berlin staff, provided one of the major highlights of radio's war coverage with his broadcasts from Cologne and Aachen during three days at the front with the German Army. The night of May 21, Shirer and press association correspondents were nearly bombed, when British planes attempting to destroy a nearby military objective dropped bombs as close as 400 yards to the hotel in Aachen at which the correspondents were staying.

Shirer saw first-line fighting at the River Scheldt in Flanders, but his strongest impression was the lack of Allied bombing of German-held territory. "During my whole three days at the front," he said on May 23, "I did not see an Allied plane during the daytime." Though Allied planes did come over at night, he added, there was no evidence of any widespread damage in the country he passed through. His observations were widely quoted in the American press.

Mann Back at Front

Arthur Mann, MBS correspondent in France with the British Expeditionary Force, was ordered back to London by the British Government on May 21, apparently with other correspondents, but has since returned to the front. His eyewitness descriptions are recorded at the front and shipped to London, whence they are transmitted to MBS and broadcast in this country each Thursday at 9:15 p.m. Mutual is continuing its rebroadcasts of news in English from the various foreign cities as a regular daily event, broadcasting an average of four or five such pickups a day.

An extra problem resulting from the war, reported by CBS, is the care of wives of its foreign staff who want to bring their children to America before they are caught in actual warfare. Negotiations have been going on to get passage on either a boat or a *Clipper* for Mrs. Shirer and her little girl and for Mrs. Eric Sevareid, whose husband has been covering the French and Belgian fronts for CBS, as well as her twins, born only a few weeks ago. Capture of Boulogne put an end to early plans to have them embark from that city and now Mrs. Sevareid hopes to leave on the Italian liner *Rex*, when and if it sails, while Mrs. Shirer is attempting to come over on the next *Clipper*. Janet Murrow, wife of Ed Murrow, CBS European chief stationed in London, refuses to leave.

Censorship Methods of Foreign Nations In American Pickups Cited by Jordan

DESPITE the severe censorship imposed by the warring nations of Europe upon broadcasts to America, the governments of those countries give American broadcasters every consideration possible in times of war and cooperate as much as they can to keep open the radio channels from their capitals in the homes of the American public, according to Max Jordan, NBC representative in Central Europe. Dr. Jordan arrived in this country May 13 for conferences with A. A. Schechter, NBC director of news and special events, concerning the future coverage of happenings abroad, and returned to Europe via Clipper plane May 21.

Describing the systems of censorship of the various governments, Dr. Jordan said that London was the easiest place for an American to broadcast from and Berlin the most difficult. The English censors are all former members of the BBC executive staff and hence are familiar with the problems of the broadcaster. The correspondent, he explained, merely jots down the notes for his talk and goes over them with the censor well in advance of the broadcast time. In Paris or Berlin full scripts must be written and submitted to the censor before going on the air. But in Paris, Dr. Jordan added, the censor's office is a half-mile or so from the broadcasting studio, causing some breathless dashes across the city when copy is held up in the censoring process.

Berlin Procedure

In Berlin, he reported, three copies of the broadcast script must be submitted for approval—one to the propaganda office, one to the foreign office and one to the military censor. Without the three OK's on the master script, the American radio correspondent is not allowed to go on the air. This three-way censorship frequently works for the broadcaster, Dr. Jordan explained, as well as against him, as sometimes the censors of one branch will help him overcome protests of the other censors.

The day of the invasion of Norway, he said, he was trying to give a brief outline of the situation and mentioned the Swedish iron ore as the real reason for the Nazi drive to the north. The propaganda censor objected to this statement, but with the aid of the foreign office censor Dr. Jordan was able to keep the statement in his broadcast.

Occasionally the heart is censored out of a story, he said, in which case the radio correspondent simply cancels his broadcast, but this is a rare occurence. As long as he respects the taboos regarding future troop movements and weather, and as long as he remains a neutral reporter and does not become a critic of the authorities of the country from which he is broadcasting, the American radio correspondent will generally find himself given the fullest cooperation in getting his messages on the air.

If he wants to do a three-minute or five-minute report as part of a European roundup to be heard in America in the late evening, a dozen censors, technicians and other broadcasting officials and employes will be kept on duty until three or four in the morning to make that possible, Dr. Jordan reported, and they will do it without complaint and as a matter of course. Foreign correspondents in Germany are allowed to listen to shortwave programs from America and other European countries, he said, although that act would bring down heavy punishment on a German citizen.

Moscow, he stated, presents no problem for the foreign broadcaster as the Soviet will not allow any foreigner to broadcast from there, so no one tries.

MAX JORDAN, NBC Central European representative, posed on the dock rail at LaGuardia Airport May 21, just before boarding a *Clipper* to return to his duties abroad. Jordan, who scored brilliantly in his coverage of the Munich-Austrian crises and the present war, had been in New York and Washington for 10 days conferring with NBC officials.

Greetings and Salutations, NEIGHBOR,

It's DINNER BELL TIME!

*Maybe it's the old-fashioned Dinner Bell that calls them . . . but it's DINNER BELL TIME on KFBI that sells them!

When Les Jarvies, MC (and we *don't* mean Member of Congress) rings the old dinner bell promptly at noon, people LISTEN! And, the people who listen to DINNER BELL TIME on KFBI are the Kansas and Oklahoma people who can and will buy your product . . . if you tell them about it.

DINNER BELL TIME is a fast moving, live talent variety show with a staff of over twenty entertainers. There's MUSIC from the Pioneers (male quartet), the Plainsmen (staff orchestra), Frank Chiddix at the console of the Hammond Organ and the Novachord, and a veritable parade of specialty acts. There are GAGS galore, WEATHER REPORTS, and CORRECT TIME EVERY FIVE MINUTES.

DINNER BELL TIME is a full hour of real entertainment from twelve to one every day except Sunday with 200 word participating sales talks available (one each day) for $175.00 per month.

If you want to increase the sales of your product in Kansas and Oklahoma, if you are looking for new dealers for your product or if you want to sell by mail for small cost . . .

In short, IF YOU WANT TO SELL KANSAS AND OKLAHOMA . . .

HERE'S YOUR PROGRAM! It's DINNER BELL TIME on KFBI, WICHITA!

like a
NEW BROOM!
KFBI is "sweeping the country" in Kansas and Oklahoma. Here's why:
1. POWER....5000 Watts on 1050 Kc.
2. LOCATION...in Wichita, Kansas, best metropolitan market, the heart of the rich Kansas and Oklahoma farm region.
3. EQ (Enthusiasm Quotient)...the will to win for a client—the DETERMINATION to make his advertising PAY!
KFBI is STAFFED FOR SELLING!

* *The slogan made famous by Les Jarvies in the middlewest for the past 10 years.*

5000 WATTS

KFBI

Pioneer Voice of Kansas

Dial 1050

WICHITA

Affiliated with Mutual Broadcasting System and the Kansas State Network. Represented by Howard H. Wilson Company.

High Court Rules On Net Affiliates

Action Deemed to Hold They Are Not Agents of Nets

VACATING the action of the Supreme Court of Washington State, the U. S. Supreme Court May 27 remanded to that tribunal a case involving the status of network affiliates as authorized agents of the networks themselves. The ruling was interpreted as meaning the highest tribunal holds that affiliates are not authorized agents by virtue of the affiliation contract itself.

The court simply held that the "cause has become moot and judgment of the Supreme Court of Washington is vacated and the cause is remanded for such proceedings as by that court may be deemed appropriate without costs to either party in this court."

The Waldo Hospital Assn. in Seattle had brought suit against KIRO, Seattle outlet of CBS, and the network as its agent, because of alleged slander growing out of a program originated by KMOX, CBS-owned station in St. Louis, citing a purported fictitious hospital called "Waldo Sanatarium" in a program sponsored by Purina Mills. The Seattle organization sued both the network and the affiliate and the State Supreme Court sustained the contention of the Waldo Hospital.

CBS, in spite of the adjudication, sought the Supreme Court review on the jurisdictional ground alone, contending that it could not be sued intrastate since it does business in interstate commerce. It challenged the contention that affiliates serve as agents of the network. The Supreme Court action was hailed by CBS counsel as a "complete victory".

Second Station Granted Atlantic City by FCC

ATLANTIC CITY was assured a second local station May 24 when the FCC adopted as final its proposed findings of fact [BROADCASTING, April 15] and entered an order granting the application of Neptune Broadcasting Co. for a new station there to operate with 100 watts night and 250 day on 1420 kc. In its proposed findings the FCC had rejected the objections of the recently authorized WBAB, owned by the *Atlantic City Press-Union*, which was based largely on economic grounds, and had also rejected objections of other stations based on alleged interference.

The order gives the resort city two local outlets to replace the old WPG, former city-owned station, which had been sold to Arde Bulova and merged with his WOV, New York, with which it had shared 1100 kc. WOV now operates fulltime with 5,000 watts on 1100 kc. The Neptune company consists of 11 stockholders, each owning 10 shares and all identified with local businesses. President is P. Mortimer Lewis, theatre man, and vice-president is Richard Endicott, manager of the Atlantic City Steel Pier.

PRESIDENT Roosevelt's "fireside chat" on preparedness May 26 was his 14th since he originated them March 12, 1933. It was almost a year ago, June 24, 1938, that he delivered his 13th.

BANNERS of identification for the new five-station Kansas State Network, which started operation March 16 when it tied into MBS, recently were given their first public showing by this pulchritudinous quintet from WHB, Kansas City. The girls are (l to r) Gwen Shugrue, Ruth Zielke, LaVeta Anderson, Virginia Woodard and Rose Wolfe, representing KTSW, Emporia; KVGB, Great Bend; WHB; KSAL, Salina; KFBI, Wichita.

House Deletes WPA Funds for Radio, Threatening Federal Use of Medium

By LEWIE V. GILPIN

CLOSING the door on the use of emergency relief funds for Government broadcasting activities, the House on May 23 passed the 1940-41 relief appropriation bill, carrying a provision specifically prohibiting any use of WPA funds for radio broadcasting. The prohibition strikes at the heart of the extensive broadcast activities carried on by the WPA organization itself, as well as the radio division of the Office of Education, both in Washington headquarters and the field.

It also outlaws use of WPA funds for Government motion picture operations. Although it was expected a strong fight for eliminating the provision would be put up in the Senate by Administration forces, no word on disposition of the question by the Senate Appropriations Committee, which held subcommittee hearings on the bill May 27 and 28, was available as BROADCASTING went to press.

Previous Rejection

The gathering Congressional sentiment against using relief moneys for Government radio projects took definite shape earlier this year when the House refused a proposal to set up radio services of the Office of Education on a permanent civil service basis [BROADCASTING, April 1]. During House appropriations subcommittee hearings on the Federal Security Agency supply bill Feb. 20, operation of the Office of Education's radio department substantially as an emergency project with relief funds brought blunt comment from members on such use of emergency appropriations. However, it was not indicated then any such far-reaching ban as the present amendment was in sight.

The prohibition, unless deleted or modified by the Senate, which should consider the WPA appropriation bill shortly, will knock the props from under all Government radio activities except those provided for specifically in the appropriations of individual Government agencies—such as the Department of Agriculture, Federal Housing Authority, Social Security Administration, Labor Department, Rural Electrification Administration, Interior Department. Particularly it would eliminate the radio work carried on independently by the WPA, as well as the radio division of the Office of Education, which last year used $285,278 in emergency funds. The ban affects about 170 persons in radio division work, and about 50 in the film service.

Under the second Government reorganization plan of May 9, 1939, the Office of Government Reports in the Federal Security Agency succeeded the former National Emergency Council organization, and the functions of the film service and radio division of the NEC were transferred to the Office of Education, remaining under supervision of Pare Lorentz and Robert I. Berger. Under the revised setup, established program and production activities of the radio division remained in charge of William D. Boutwell, as director of radio publications and exhibits of the Office of Education. Mr. Berger continued to function as nominal head of the transferred NEC division, under the immediate supervision of Lowell Mellett, OGR director. His chief duties have been to act as Government radio coordinator and advisor.

Although broadcasting, publication and motion picture activities of various agencies and departments of the Government have brought recurrent criticism from Administration opponents, centering largely around "propaganda" charges, funds for this work have generally been made available in the agencies' lump appropriations, either through specific provision for radio activity or in general "public information."

The general prohibition is emphasized by a further specific provision naming the former NEC radio division and U. S. Film Service transferred to the Office of Education. The general proviso reads: "None of the funds made available shall be used (a) for the operation of any theatre project, (b) for the operation of any project sponsored solely for the Work Projects Administration, or (c) for radio broadcasting or for the acquisition, rental, or distribution of motion picture films." The second provides: "Except as authorized in this joint resolution, no allocation of funds shall be made to any other Federal agency from the appropriation in this joint resolution for any Federal agency. No such allocation shall be made for the exercise of the functions of the Radio Division or the U. S. Film Service transferred to the Office of Education."

Fly Sees Radio As War Weapon

Terms It An Early Step in Process of Subjugation

SEIZURE of the radio has been an early step in the process of subjugation abroad, FCC Chairman James Lawrence Fly observed May 26 in supporting broadcasting by the American plan.

Principal speaker at the dedication of a new radio studio of the University of North Carolina at Chapel Hill, Mr. Fly declared that "public education and an intelligent, well-informed public opinion are basic in our way of living and in our process of Government." In sharp contrast, under other systems "mental and spiritual subjugation have preceded the subjugation of peoples and the eventual alignment with machines which rule by force," he said.

The address was carried over MBS from WRAL, Raleigh, and also by CBS stations WBIG, Greensboro, and WBT, Charlotte.

Public Trust

He observed that rule by force has not been accomplished internally where there existed a free educational system and the unfettered means for the reception of information. Radio is not an instrumentality for foisting upon the public the particular sponsored religious or political philosophy of any individual or group of individuals, Mr. Fly said. Describing the radio spectrum as "public domain", he declared a radio frequency is not subject to ownership and therefore any occupancy of the air waves is charged with public trust.

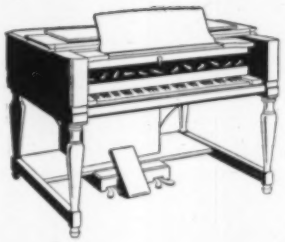
Mr. Fly praised the "great work" of broadcasters in the presentation of war news and commentaries. Pointing out that the reporting has been balanced, Mr. Fly said that editorial attitudes are seldom displayed by broadcasters. These services, he declared, "lead toward the goal of a well-informed public—the best informed public in the world."

Apropos television, Mr. Fly said reception and experimentation are advancing "and in a few years this combination of sight and sound may be expected in your homes."

Half of Sets to Be FM By 1945, Says Caldwell

THE VIEW that within five years more than 50% of the receiving sets in the United States will be capable of tuning in FM is reported as a radio industry estimate by the dealer trade journal, *Radio & Television Today*, edited by O. H. Caldwell, former Federal radio commissioner. This publication forecast 1,000,000 FM receiver sales this year and 24,400,000 units within the next five years.

The retail price of receivers, it was stated, will depend upon the number built, with mass production lowering costs to perhaps close to the price of today's high-quality AM receivers. Manufacturers are gearing themselves primarily to produce combination FM and AM sets, which are expected to be popular since most FM programs will probably emanate from existing broadcasting studios whose owners are far and away in the lead among the applicants seeking FM transmitters.



"more latitude of interpretation..."

"bringing out subtle differences in melodies..."

"filled with depth and tone..."

"versatile voice..."

"With the Novachord, I find more latitude of interpretation... a much wider range of operation which is invaluable in bringing out the subtle differences in melodies both classical and popular. Its versatile voice is like an artist's palette... lavish with color and shadings... all contributing to a finished product filled with depth and tone. Thus, with the Novachord, each melody interpreted lives in the surroundings in which it was born... be it a lush tropical tempo... or the stately grace of the minuet.

"Yours with appreciation,"

Dave Bacal

Dave Bacal — one of the first radio artists to discover the Novachord... at WBBM, CBS Key Western Station... and an outstanding enthusiast for this "newest of musical instruments."

Your radio programs can make immediate... appealing... profitable use of the Hammond Novachord NOW. For this newest and most versatile of musical instruments can give your programs music that is actually *new*. It can give your musical talent a vast, new range of expression that is simple and *easy to use effectively*. And it can give you positive proof that: The Novachord in Radio pays its way!

Naturally, you'll have to see... hear... play the Hammond Novachord to realize fully how it can be so valuable in radio. Your own experience, however, will tell you that you can make immediate profitable use of this amazingly *versatile* instrument ... that's so amazingly *simple* to play!

The Novachord looks like a piano, and it's played like a piano ... on a conventional keyboard. Then, as you turn the Tone Selectors, you bring in beautiful, new, clear musical effects... akin to the tones of violin, clarinet, string quartette, flute—and actually dozens of others.

See... hear... play the Hammond Novachord at your nearest Hammond dealer's. Or write for Novachord Achievements in Radio. Address: Hammond Instrument Co., 2989 N. Western Ave., Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

HAMMOND ORGAN STUDIOS

New York—50 West 57th Street · *Los Angeles*—3328 Wilshire Boulevard

You play the Novachord's conventional keyboard as you would a piano. You produce beautiful, piano-like tones. Then, turning the Tone Selectors, you bring in musical effects of muted trumpet, guitar, bass horn, 'cello and dozens of others!

See... Hear... Play

The NEW Idea in music—by the Makers of the Hammond Organ!

THE HAMMOND Novachord

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York

Adam Hats to Use NBC's Shortwave

Waldorf-Astoria Hotel Also Buys International Hookup

THIRD series of commercial shortwave broadcasts to Latin America was contracted May 24 by Adam Hats, New York, which will shortwave all outstanding prize fights staged by Mike Jacobs and Madison Square Garden during the next year over the combined beams of NBC's two Latin American stations, WRCA and WNBI.

Second sponsor was signed a few days earlier when New York's Waldorf-Astoria Hotel contracted for a half-hour musical program, 10:15-10:45 p. m., Tuesdays, with a Spanish announcer. The Waldorf is the first hotel to buy foreign time on NBC and is doing so to attract Latin American tourists in this country, it is understood. Prominent Latin Americans who are present during the broadcast, for instance, will be introduced or named on the program.

The Adam Hats broadcasts will be announced in Spanish by Buck Canel and Alfredo Barrett, of NBC. First fight will be shortwaved June 6 when Valentin Campolo of Argentina and Buddy Baer meet in Madison Square Garden. At least 22 fights will be broadcast in the series. Adam Hats has been sponsoring fights on NBC for three years, during which time it has increased its retail outlets from 250 to 2,500.

Standard Oil Co. of New Jersey sponsored the Louis-Godoy heavyweight championship fight last February and United Fruit Co. currently sponsors 15-minute newscasts in Spanish, seven nights a week.

After the Louis-Godoy bout was shortwaved to Latin America, NBC received over 24,000 letters in Spanish from scattered Latin American points.

According to Lloyd P. Yandell, director of NBC's international commercial broadcasting service, NBC is negotiating for a daily shortwave program to be sponsored by various film companies interested in the Latin American market. Plans call for a half-hour program seven times weekly for 52 weeks, with some devoted to general Hollywood shows with institutional advertising and others featuring major film releases.

It is understood the program material would originate in Hollywood, be transcribed and shipped East for broadcast, and later sent to South American stations for local release. Mr. Yandell stated that details of the programs had not been arranged and that nothing further would be divulged before a general meeting in mid-June.

UP-INS Invoke War Clauses

UNITED PRESS and International News Service have invoked the war clauses in their contracts with newspaper and radio subscribers, levying assessments of 15% over base rates to help defray greatly increased expenditures for war coverage. Last fall UP added a 12½% assessment, but rescinded it after a few weeks when the war entered its "quiet" stage. INS, which last October levied a 15% assessment on its subscribers but later reduced this fee to 7½%, has now restored it to the original figure.

NO LESS a personage than Frank E. Gannett, candidate for the Republican presidential nomination, newspaper publisher and broadcast station owner was on hand May 20 to congratulate Sol Paul, of Broadcasting News Service, on the inauguration of a new series of programs titled *Your Washington Correspondent* which began May 20 on WHEC, Rochester. Rochester Gas & Electric Co. is sponsoring the weekly series which embraces interviews with Rochester people in Washington public life. Left to right are Mr. Paul; Harry P. Somerville, manager of the Willard Hotel, a Rochester man; Susan B. Anthony, grand niece of the suffrage leader, and Mr. Gannett. Interviewed in the first transcription, in addition to Mr. Somerville and Miss Anthony, were Congressman O'Brien, and former Rep. Meyer Jacobstein, now of Brookings Institution.

Mounds, 20 Grand Buy West Coast News Series

PETER PAUL Inc., Naugatuck, Conn., (Mounds candy bars and Ten Crown gum), a heavy user of Pacific Coast spot radio, through Brisacher, Davis & Staff, San Francisco, on July 15 starts for 52 weeks sponsoring *Bob Garred Reporting*, on three CBS California stations (KNX KARM KSFO), Monday, Wednesday and Friday, 4:45-4:55 p.m. (PST). Starting Oct. 3, a Thursday broadcast will be added to the schedule.

This is said to be the heaviest radio advertising schedule undertaken in recent years on the West Coast by a confectionery manufacturer.

Axton-Fisher Tobacco Co., Louisville (20 Grand cigarettes), through McDougall & Weiss, Chicago, on May 20 started, for 18 weeks, sponsoring the night edition of *Bob Garred Reporting*, on five CBS Pacific Coast stations (KNX KARM KSFO KIRO KVI), Monday, Wednesday, and Friday, 9:45-9:55 p.m. Knox Gelatine Co., Johnstown, N. Y. (Knox gelatin), through Kenyon & Eckhardt, New York, continues to sponsor the morning edition of the news program on CBS Pacific Coast stations (KNX KARM KSFO KOIN KIRO KVI KFPY), Monday, Wednesday, and Friday, 7:30-7:45 a.m. Bathasweet Corp., New York, through H. M. Kiesewetter Adv. Agency, that city, is sponsoring the broadcasts on the same stations, Tuesday and Thursday, 7:30-7:45 a. m.

Truck Group's Project

AMERICAN TRUCKING ASSN., New York, in line with its augmented public relations campaign, has appointed Biow Co., New York, to handle its advertising. The agency, most of whose accounts use radio to a large extent, stated that radio would probably be used for ATA, but that no plans will be made until extensive surveys and preliminary conferences with ATA officials are held.

Castleberry's Hookup

USING a special 16-station Southern hookup, Castleberry's Food Co., Augusta, Ga., has started sponsoring the weekly variety hour, *Castleberry Capers*, originated by WGST, Atlanta. Placed through Nachman-Rhodes Agency, Augusta, the show is written and produced by Don Naylor, of WGST. Built around a weekly jingle contest, with nine radios or watches as prizes, talent includes an orchestra, two hillbilly bands, and songs by Frances Miller, Dan Hornsby and Naylor, with Frank Gaither as m.c. The four-state hookup, carrying the feature Saturdays, 9-10 a.m., includes WGST, Atlanta; WGAU, Athens; WRDW, Augusta; WRBL, Columbus; WMAZ, Macon; WKEU, Griffin; WIS, Columbia; WTMA, Charleston; WFBC, Greenville; WOLS, Florence; WISE, Asheville; WSOC, Charlotte; WBIG, Greensboro; WPTF, Raleigh; WBRC, Birmingham; WSFA, Montgomery.

Tydol's GE Shortwave

TIDE WATER ASSOCIATED OIL Co., New York, to promote foreign distribution of its industrial lubricants, is sponsoring two quarter-hour programs weekly for 26 weeks on the General Electric Co.'s shortwave station WGEO. According to the G. M. Basford Co., New York agency handling Tide Water's foreign advertising, the programs, heard Wednesdays and Sundays at 7:45 p.m., are shortwaved to South America, and also rebroadcast on some Latin American stations. The Wednesday program features Xavier Cugat's Orchestra and the Sunday *Musical Moments* program presents music by Rosario Bourbon's Orchestra. The oil company is understood to be the first advertiser, outside of General Electric itself, to use WGEO commercially.

KROD in El Paso Debuts, Joins CBS

ITS STAFF completed, the new KROD, El Paso, was to join CBS on the day of its inauguration June 1, affiliating with that network's Mountain Group and becoming its 119th outlet. In a letter to the trade, William C. Gittinger, CBS sales vice-president, announced the affiliation and stated that KROD will be offered at a base evening rate of $125 per hour. The station, 250 watts fulltime on 1500 kc., is licensed to Dorrance D. Roderick, publisher of the *El Paso Times*, and has been housed in a modern building of its own [BROADCASTING, May 15]. It uses RCA equipment and 334-foot Truscon radiator. The entire plant represented an outlay of $100,000.

Mr. Roderick, long prominent in Texas newspaper circles, who also is business manager of the Scripps-Howard newspaper interests in El Paso, publishing the *El Paso Herald-Post* from the same plant as his *Times*, will be general supervisor of operations. He has appointed Merle H. Tucker as general manager. Mr. Tucker has worked on the KROD project since last Jan. 1, before which he was manager of KSAL, Salina, Kan. He is a native of Fort Worth, where he started in radio with WBAP, later working successively for WLW, Cincinnati; WLAP, Lexington, Ky.; WAVE, Louisville, and, before going to KSAL, as radio director of the 1936 Texas Centennial and the Frontier Fiesta in Fort Worth.

Dow Ben Roush, recently manager of KTUC, Tucson, is commercial manager; Edward P. Talbot, former chief engineer of KOB, Albuquerque, and recently handling radio installations at Fort Bliss for the War Dept., chief engineer; H. Arthur Brown, director of the El Paso Symphony Orchestra since 1930, musical director; William Jolesch, recently with WBAP, Fort Worth, continuity editor and publicity director; Woody Fagette, native of London and former newspaper advertising salesman, salesman; Raymond L. Kerrick, of Phoenix, salesman; Al Kiersey, formerly with KTHS, Hot Springs, KWFT, Wichita Falls, and WAPO, Chattanooga announcer and newscaster; J. Morrison Qualtrough, of El Paso, announcer; Mrs. John Fairley, secretary.

Mr. Brown was to direct the El Paso Symphony in an inaugural broadcast June 1 with a half-hour scheduled on CBS.

Taystee Campaign

PURITY BAKERIES Corp., Chicago (Taystee bread), has started a campaign of 23 quarter-hours weekly on WHN, New York. Contract for 36 weeks schedules six broadcasts weekly on each of three participation programs, *Byron Hour*, *Housewives Prom*, *Early Bird Hour*, and a transcribed serial, *Toby's Corntussel News*, heard Monday through Friday. Deal was set by Hal Makelim, Chicago manager of WHN, through Campbell-Mithun, Minneapolis agency.

HOLLAND'S international shortwave stations at Hilversum, PCJ and PCJ2, noted particularly for the voice of Edward Startz, man of many languages, and broadcasting regularly towards the United States, have been silent since May 7 due to the Nazi invasion. Startz's fate is unreported.

Charlie McCarthy and Edgar Bergen——☆
Jack Benny——☆
Bing Crosby——☆
Fibber McGee and Molly——☆
Bob Hope——☆
Fitch Bandwagon—☆
Kay Kyser's Musical Klass——☆
Good News of 1940 ☆
One Man's Family ☆
Fred Allen——☆
Pot O' Gold——☆
The Telephone Hour☆
The Voice of Firestone
Tommy Riggs–Betty Lou——☆
Battle of the Sexes ☆
Manhattan Merry-Go-Round——☆
American Album of Familiar Music——☆
Dr. I. Q.——☆
Uncle Walter's Doghouse——☆
Hollywood Playhouse
Cities Service Concert
Pepper Young's Family——☆
Ma Perkins——☆
Johnny Presents—☆
Alec Templeton Time
Mr. District Attorney
What's My Name—☆
Waltztime——☆
The Guiding Light ☆
The Story of Mary Marlin——☆
The Woman in White
By Kathleen Norris ☆
Vic and Sade——☆
I Love a Mystery—☆
Fred Waring——☆

The greatest radio schedule of programs in the world will unquestionably attract the greatest number of listeners in any market.

In Chicago it's on.... **WMAQ**

50,000 WATTS—670 KC. CHICAGO KEY
STATION OF N B C RED NETWORK

Hal Burnett Is Appointed To Direct New WGTC; Other Personnel Named

HAL BURNETT, formerly with CBS in Chicago, has resigned from the radio staff of Neisser-Meyerhoff, Chicago agency, to become supervising manager of WGTC, new local in Greenville, N. C. Owned by Julian J. White, Greenville real estate, insurance and automobile dealer, WGTC is scheduled to begin operation early in June with 250 watts on 1500 kc.

Mr. Burnett

Other staff appointments include J. W. Kirkpatrick, in charge of sales activities; Jack Holbrook, formerly of WDGY, Minneapolis, WHIP, Hammond, Ind., and KYSM, Mankato, Minn., program director; W. E. Eberhart, formerly of KFVD, Fort Dodge, Ia., and KYSM, chief engineer. WGTC has installed RCA transmitting, studio, recording and monitoring equipment. Full leased-wire UP news service also has been contracted.

Mr. Burnett joined CBS in 1933 in charge of the Chicago bureau of its news service. During six years with the network he served as director of its broadcasts from the Century of Progress, as secretary to H. Leslie Atlass, CBS vice-president, and as public relations and special events director of WBBM and CBS in Chicago. He left CBS last September to join WISN, Milwaukee, as merchandising and promotion manager. After three months he joined Neisser-Meyerhoff as advance talent scout on the Wm. Wrigley Jr. *Spreading New England's Fame* series over the Yankee Network.

TWO DAY SERIALS STARTED BY P & G

PROCTER & GAMBLE Co., Cincinnati, on May 27 started sponsoring of two daytime serials, *Woman in White*, for Camay soap and *Lone Journey* for Dreft, both on NBC-Red. *Woman in White*, placed by Pedler & Ryan, New York, and formerly sponsored by Pillsbury Flour, is now heard Mondays through Fridays at 11 a.m. (CDST). Irna Phillips is the author.

Well-known radio script writer, Miss Phillips on May 30 celebrated her tenth anniversary as a radio serial writer. Currently she is the author of four serials, all sponsored by Proctor & Gamble Co.: *Guiding Light* (White Naptha soap) NBC; *The Road of Life* (Chipso) NBC and CBS; *Woman in White* (Camay), and *Right to Happiness* (Ivory soap) CBS.

Lone Journey, a new show written by Sandra Michael, who currently writes *Against the Storm* for the same sponsor, is heard by transcription on several stations in addition to the present small network of KSTP WHO WOW WDAF WGBF WDAY KVOO WKY WBAP KPRC WOAI KGNC. Network broadcast time is 10:15 a.m. (CDST) with WMAQ carrying a rebroadcast at 5:15 p.m. Blackett-Sample &Hummert, Chicago, handles this account. Both programs originate in the NBC-Chicago studios.

TELEGENIC trio are these three winners in the "Miss RCA Television" contest, chosen by NBC's television audience to preside over the RCA television demonstrations at the New York World's Fair this summer. At left are (l to r) Patricia Fitzgerald, of New York and Patricia Murray, of Philadelphia. The third winner, Starr Martin, of Winston-Salem, N. C., is shown at right aboard the *President Roosevelt* looking at a video receiver, shortly after she learned by television, the news of her victory.

VIDEO SEEN 230 MILES AT SEA

Clear, Steady Images Picked up During Test Voyage; Misses Television Selected

NBC television engineers returning from a demonstration of television in Bermuda on the liner *President Roosevelt* May 15 were as amazed as the other passengers when clear and steady television images were picked up more than 230 miles at sea of the program being telecast from NBC's television station in New York, W2XBS. It is believed by NBC engineers that the feat set a new record for clear and steady reception, and that further experiment might establish definitely that distant reception at sea would be of consistently good quality.

The images seen were slightly "grainy" in texture, it was reported, probably due to the fact that electrical impulses reaching the ship were weak. Although the vessel was far below the horizon as seen from the transmitting antenna atop the Empire State Building, a wave refracted in the atmosphere might easily reach the ship's antenna, the engineers believe.

The reception record was the highlight of a television voyage sponsored jointly by RCA and the U. S. Lines with the cooperation of the American Express Co. On the voyage to Bermuda, the engineers tuned in the telecast of the opening of the New York World's Fair May 11 and that evening a film program was received up to a distance of more than 100 miles from the transmitter. Programs also were transmitted from an improvised studio on the forward deck of the ship for the entertainment of the passengers. At Hamilton, Bermudians witnessed their first demonstration of television.

An additional highlight of the trip was that Starr Martin, one of the contestants in the "Miss RCA Television" contest, was aboard the ship as a participant in the demonstrations and learned that she was one of the contest winners while watching the record-breaking telecast. At the conclusion of the NBC program, Ray Forrest, the announcer, appeared on the screen with the news of the three winners, Miss Martin, Patricia Fitzgerald and Patricia Murray, who were selected by the television audience to typify "Miss Television" at the RCA television demonstrations at the World's Fair.

Boon to Patients

RADIO was termed "one of the most important factors in rehabilitation of the chronic patient" in the five-year report of Montefiore Hospital for Chronic Diseases, New York. To the Montefiore patient, whose average stay at the hospital is six months, radio provides a "feeling of unity and purpose with the outside world", the report stated. Most popular network programs, according to a poll of the shut-in patients, are *Information Please, America's Town Meeting of the Air, Lux Radio Theatre* and *Good News*.

Monopoly Report

(*Continued from page 20*)

at the next meeting of the Commission I shall formally move that the report be submitted to the Commission and submitted to Congress as you request."

Sees 'Deliberate Delay'

After reading the Payne letter, Sen. Tobey remarked that "this morning (May 15) Commissioner Payne's secretary [Abraham Miller] came to my office and advised me that he had been advised by counsel for the Commission that the report would go from the subcommittee to the whole committee in a few days. I put an asterisk after that statement, however—a mental asterisk—and if you will look at the bottom of the page, you will find the words 'important, if true'.

"Men who have closely followed the activities of the FCC have advised that orders have been given against public releasing of the report and that this is in marked contrast to the way other similar matters have been treated," Sen. Tobey continued. "The subcommittees which conducted the superpower and television studies were permitted to make known their findings at the time they were turned in to the full membership. It has been said that the President has given assurance that he will not allow the report to be made public without his approval. It is pointed out that much of the data compiled in the report will be out of date by the time it is released. Eighteen months after the hearings began, of course they will be out of date.

"I am advised by several sources that it is the intention of the subcommittee to render its report without any recommendations whatever. What courage, what great judgment for a committee of a great bureau of this Government to put out a report without recommendation. Are there no guts in these committees? I demand action and recommendation. That is what we pay them for.

"Here we have a situation where the Congress, two years ago, was urged not to conduct an investigation on the ground it would be a duplication of the activities of the FCC. Eighteen months ago, and twice since that time, members of the Commission have assured Congress that the report would be ready within 60 days. The whole thing has been a mockery. A simple and reasonable question we put to each member of the Commission two weeks ago as to what each member would do to get the report presented to the Congress at once. A majority of the members of the Commission did not choose to answer or acknowledge this letter. This unusual delay, in light of the assurances of the Commissioners, indicates very strongly that the report is being deliberately held up."

WPID, PETERSBURG TO START JUNE 5

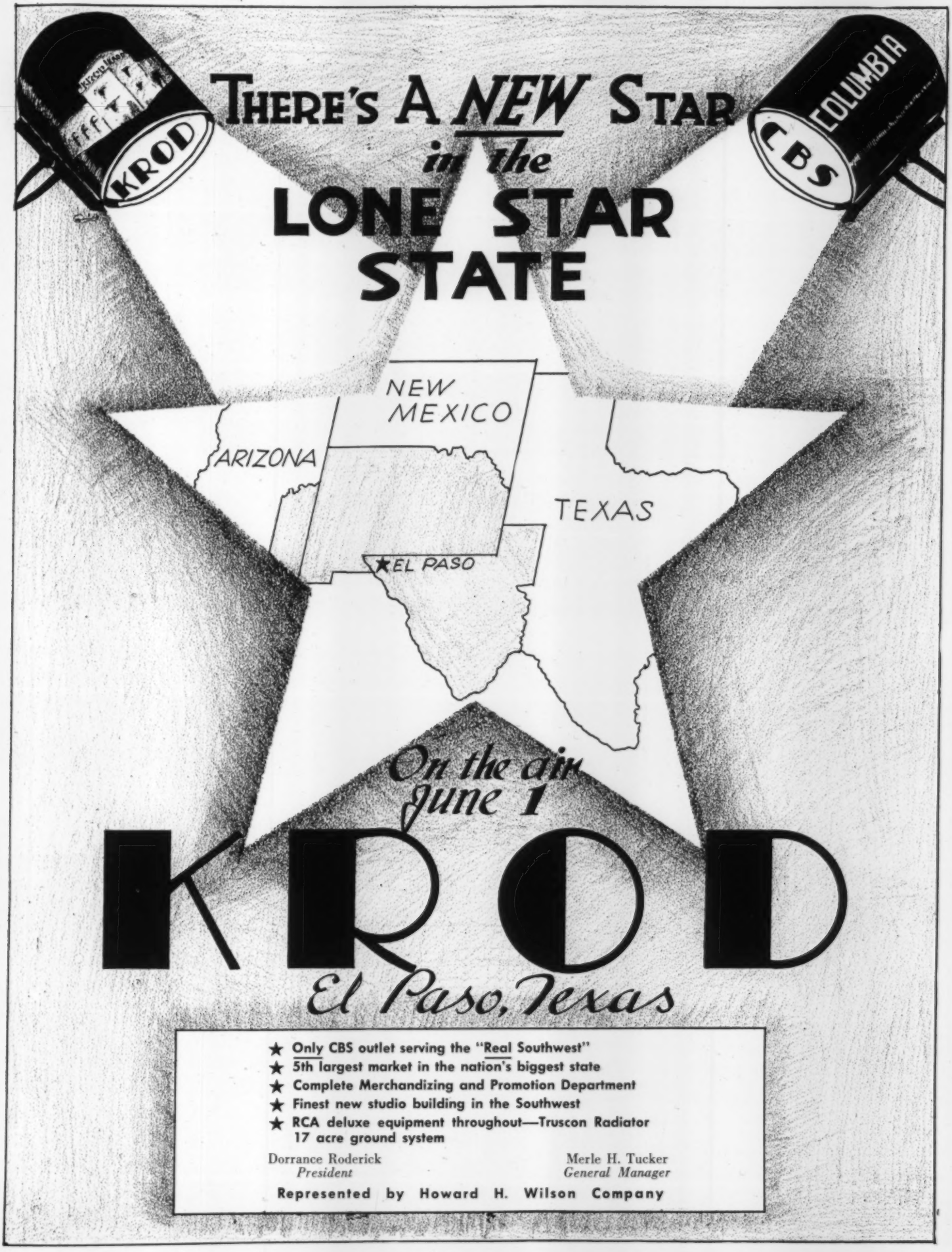
WITH EXECUTIVE personnel appointments completed, the new WPID, Petersburg, Va., plans to begin operations June 5, it was announced May 27 by Lee Chadwick, station manager.

E. B. Pickard, of the sales staff of WTAR, Norfolk, sister station, has joined WPID as sales manager. Harry Roberts will assist in sales and station promotion. Ben Miller, with the radio department of Young & Rubicam for six years, has been named program director and Leslie Byrl Ryder, formerly of WJSV, Washington, and KOY, Phoenix, becomes production manager.

Announcers are Howard Hamrick, formerly of WRAL, Raleigh, and Edward Burch, well-known Virginia sports announcer. The operating staff is headed by Elmo Cronk, formerly with WTAR, and includes Howard Powell and R. C. Mattingly.

WPID is RCA equipped, and operates with 250 watts on 1210 kc. It is owned by the same interests that operate WTAR. The station is licensed to the Petersburg Newspaper Corp., publishers of the evening and Sunday *Progress-Index*. Transradio news has been contracted.

EXPERIMENT of the New York World Fair of reproducing the hourly news summaries of WINS, New York, on its loud-speaker system throughout the Fair grounds, was dropped after a two-day trial, when Fair officials decided that most fairgoers were trying to forget the war.



★ Only CBS outlet serving the "Real Southwest"
★ 5th largest market in the nation's biggest state
★ Complete Merchandizing and Promotion Department
★ Finest new studio building in the Southwest
★ RCA deluxe equipment throughout—Truscon Radiator 17 acre ground system

Dorrance Roderick
President

Merle H. Tucker
General Manager

Represented by Howard H. Wilson Company

Merchandising & Promotion

More Fetes—Gregory's Oil—Proud of Awards—
Plug for Plug—Gift From Jimmy

INDUSTRY-WIDE observance of the NAB-sponsored Radio Festival, with the majority of stations throughout the country planning to observe the event early in June, has prompted a large number of novel merchandising and promotion projects. Although the exact number of cooperating stations has not been compiled by the NAB, responses reaching Arthur Stringer, of the NAB headquarter staff in Washington, indicate almost universal observance of the open house week, either in May or June [BROADCASTING, May 1, 15].

Latest promotions by individual stations, aside from the local and national essay competition and general open house, include hat and glove sets designed for WOR, Newark, by Pegeen Fitzgerald, to commemorate the event. WOR also is making reconditioned radio sets available to hospital shut-ins in the station's area through cooperation with servicemen.

KSO-KRNT, Des Moines, are planning a gigantic picnic for local listeners on June 2 which will highlight radio acts, baseball games, fireworks and free midway entertainment. The stations also are giving away a radio a day during Radio Festival week.

Oklahoma City stations—WKY, KOCY, KOMA, KTOK—are cooperating in producing a free three-hour radio show at the Municipal Auditorium. The *Sunday Oklahoman* also issued a special section preceding Festival week, and local merchants cooperated in promotion through displays.

* * *

Search for a Name

TO FIND a name for its new home carton, Peter Doelger Brewing Corp., Harrison, N. J., is conducting a month's contest through June 15 using announcements on the 21 sports, news and musical programs which it sponsors weekly on WHN, New York. No evidence of purchase is required with each entry, the winner to receive two 12-day all-expense trips to Bermuda. Agency in charge is Atherton & Currier, New York.

* * *

Flame From Pittsburgh

TO THOSE in the trade who received souvenir cigarette lighters from the station at Christmas, Sherman D. Gregory, general manager of KDKA, Pittsburgh, recently sent a can of Esso lighter fluid, delivered by messenger. In the package were a sample of Atlantic spot remover and merchandising cards with a station tiein.

* * *

Calling Card

THROUGH personal visits by Barron Howard, business manager of the station, WRVA, Richmond, Va., is presenting a new 20-page promotion piece to agencies and advertisers in six states in the WRVA service area. In text and chart form the presentation highlights WRVA program and promotional activities and results of listener surveys.

* * *

Fan That Folds

AS A SUMMER business promotion R. A. Ruppert, sales promotion manager of WSAI, Cincinnati, has sent a folding fan to the trade. The personal letter accompanying the fan asks for continued effort on behalf of WSAI and explains that the fan is furnished to cool off in case such efforts bring heat.

Recipe Prizes

LAWDRON CHEMICAL Co., Los Angeles (Di-Mon-Glo wax), on May 28 started a thrice-weekly quarter-hour mid-afternoon woman's program, *Chef Milani's Recipe Kitchen Party*, on KFI, that city. Contract is for 13 weeks, and program features Chef Milani in menu information and recipes, with Jack Burnett, pianist-singer, as Sunny Jim, the Handy Man of the Kitchen. Firm is also sponsoring the same program three mornings weekly on KFWB, Hollywood. To merchandise the series a total of $50 weekly is being awarded on each station for best recipes submitted by listeners. First three prizes are $10, $5, and $3, with dollar bills awarded to 32 senders of other recipes. Besides displays in grocery and drug stores, other dealer tie-in promotions for the programs include counter cards, window and clothes-line banners, and newspaper space. Darwin H. Clark Adv. Agency, Los Angeles, has the account.

* * *

Recipe Prizes

TO STIMULATE interest in the five-weekly participating *Homemakers' Hour* on WLS, Chicago, during the summer months, Harriet Hester, conductor of the program, is offering weekly prizes for favorite recipes sent by listeners. No limit has been set on the number of prizes given each week. Those standing the actual baking or cooking test by Miss Hester are rewarded. Different recipes are called for each week.

* * *

WCCO-Tourist Stunt

MINNESOTA State Tourist Bureau is sending out specially printed copies of the news schedule of WCCO, Minneapolis, to more than 2,000 Minnesota resorts for the convenience of resort owners and their guests. Printed on birch-like paper in rustic type, they are posted on bulletin boards of lodges and in guest cabins.

Free Radios

FIVE Farnsworth midget receivers are given away daily by WFIL, Philadelphia, in its redesigned *WFIL Radio Awards* promotion. Designed to build listening audience, listeners are invited via spot announcements five times daily to answer three questions based on the station's programs during the preceding two hours. Best letters accompanying correct answers, telling briefly which WFIL program was liked best and why, win radios. The new form for the promotion was put into operation May 27 after its original *Pot o' Gold* type format had been questioned by the FCC on lottery grounds.

* * *

Upward Go the Prizes

LISTENER response on the Illinois Meat Co. (Redi-Meat) show, *Play Broadcast*, heard over WGN, Chicago, Mondays 8-8:30 p.m., has been so gratifying that sponsor has upped first prize from $75 to $150 with second and third prizes increased accordingly. In addition, 250 others of $1 are offered. Contestants are asked to fill cards obtained from dealers the names of prominent people from hints given on the show. These hints are sometimes dramatic bits depicting events in the lives of the characters or they may be given by voice imitations.

* * *

NBC's Awards

NBC has issued two promotion pieces telling about NBC programs or personalities winning mention in recent polls. One is a four-page brochure with a cover simulating that of *Movie & Radio Guide* magazine. Second folder lists the nine out of 15 awards given NBC at the 11th Institute for Education by Radio [BROADCASTING, May 15], with an insert describing awards granted NBC by women's organizations.

STREET scenes like these in Cincinnati and Harrisburg, Pa., demonstrate the merchandising possibilities of war news broadcasts. The throng at left is gathered before the window of WCPO, Cincinnati, to peruse posted news bulletins supplementing the station's newscasts. The display at right, arranged by WHP, Harrisburg, in the downtown Bond Store, called attention to *Bond's Breakfast Bulletins* through the operating news teletype and other studio paraphernalia. The exhibit was kept in the window for a week and proved a real attention-getter, WHP declared.

Time for Space

WPEN, Philadelphia, has concluded arrangements for a second time-for-space swap with a local foreign-language newspaper, the *Jewish Morning Journal*. The newspaper will use seven spot announcements weekly, paying off in agate lines. A similar tie was made at the beginning of the year with the *Jewish Daily Forward*. While practically every local station has some sort of a space swap with the English-language dailies, WPEN is the first to extend to deals to the foreign-language field.

* * *

Once a Year

AN "anniversary request" plan begun a year ago by WTMJ, Milwaukee, in connection with its *Top o' the Morning* participating show has started to bear fruit. In May, 1939, WTMJ began keeping a record of anniversaries of persons sending in requests for musical numbers on the program. As anniversaries roll around this year the station mails a congratulatory card carrying a sketch of the official *Top o' the Morning* rooster and the signature of Bill Evans, m.c. of the program.

* * *

Sales Continuity

LATEST promotion piece of WSM, Nashville, is the script for a simulated broadcast in which a WSM announcer in a two-way exchange with an advertiser answers the advertisers' queries to finally present the station's sales story. The continuity for "An Advertiser's Dream Comes True" is mimeographed on regular script sheets, with the advertiser's name and cues typed in red ink.

* * *

Shell Sales Meeting

SHELL OIL Co., San Francisco (gas and oil) on May 14 purchased a quarter-hour on 32 Don Lee-Mutual Pacific Coast stations to conduct a coastwise sales meeting. The broadcast originated at KFRC, San Francisco, 6:30-6:45 a.m. (PST) The account was handled through J. Walter Thompson Co., San Francisco.

* * *

Summer Chart

E. P. H. JAMES, NBC advertising manager, has prepared a chart dividing the United States into five "summertime" zones for use by radio and advertising executives during the bewildered period of Daylight Savings Time. All NBC stations are indicated on the map with the city in which they are located.

* * *

Fresno Tips

KARM, Fresno, Cal., recently effected a tie-up with the *Fresno Guide*, a shopping guide issued twice weekly with 39,000 circulation. Manager Jerry Kilgore writs a column on radio under the pen name "Jericho", calling attention to outstanding features on KARM and gossip of the microphone personalities.

BROCHURES

KGGM, Albuquerque, N. M.—File-size sales prospectus on market data, facilities, coverage and testimonials, individually addressed to the trade.

WJSV, Washington—16-page folder "Second Edition Quiz—For the Color-Blind", featuring various questions with the correct answer always WJSV, printed in blue.

The Voice of
PUBLIC SERVANTS
in Denver

Colorado's public interest, convenience and necessity are served when the number 1 public figures meet the number 1 microphone of the area. For fast, authentic news from the political front, KLZ stands unchallenged as the top-ranking station in the Denver-Rocky Mountain area. It has brought such names as Roosevelt, Dewey, McNutt, Gannett, Landon and Perkins before its microphones for discussions of national issues. It has long been the choice of the prominent Colorado officials as the one station for effectively talking to the mass of the state's population. It has, through its own statewide network of specially developed information pipelines, scored beat after beat over every other news source on local and state elections.

COLORADO'S APPRECIATION OF KLZ is vividly expressed by the state's Governor Ralph L. Carr, who recently wrote the Columbia Broadcasting System: "KLZ is one of the finest agencies for the promulgation of good in this part of the world. The Rocky Mountain area is proud of your Denver outlet."

KLZ Denver

CBS Affiliate—560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

What else would

Spot radio's greatest success story

you expect?

WHAT else would you expect? People get program ideas... lots of them, all of the time. Some lack merit but many are developed into the sort of programs that send CAB reports skyward. And, since this is a big country—since most of our population live outside New York and Chicago and Hollywood—there's one logical place for people to take their program ideas. To the nearest radio station that is owned or operated by a network. There they receive expert advice, competent criticism and, if their ideas are good, a show so well directed and produced that, from that point on, it's an easy road to the network.

That's what happens all of the time. A young lawyer down South thought he had something to offer the radio audience. He went to the network-owned station in his town—Columbia's WBT. They had faith in him, put him on the air. Thence he progressed from a discussion of the Constitution to news reporting and, finally, to news analysis. His Crossley rating persuaded a cigarette manufacturer to sponsor him. Three programs a week. In eight weeks, they stepped it up to six a week. A few weeks later they reported, "He's pulled our sales picture out of shape—with the way he's jumped sales in his territory." And signed a six a week, 52 week contract.

A young newspaper man had a program idea. He talked it over with his home-town station—Columbia's WJSV in Washington. And out of it grew "Professor Quiz", one of the great network successes of our time!

An agricultural journalist and the KMOX program department developed an idea for making radio one of the most valuable "farm journals" in existence. Out of it grew the "Country Journal", so successful on KMOX that it has since become a favored CBS *network* feature all over the country.

The "clearing house" for the ideas, the plans, the successful experiences of Columbia-operated stations is Radio Sales, a major division of CBS . . . a division that concerns itself solely with "spot radio". Radio Sales represents the eight Columbia-operated stations around the country plus one affiliate (WAPI) and three regional networks . . . Columbia California, Columbia New England and Columbia Pacific.

With Radio Sales offices located conveniently across the continent—with Radio Sales stations located in the major markets of America—the service of Radio Sales is available to every advertiser and every agency—in the development of any plans for "spot radio" anywhere.

Radio Sales' business is radio. *Successful* radio is their sole concern. The vast experience of Radio Sales—and of these important integral units that it represents—is one of the most important sources in radio for the development of sound plans and successful ideas . . . frequently, ideas that already have been *proved* in use.

For example:

Case "A" from KMOX, St. Louis

Bottler

You can't find a more highly competitive product in the entire St. Louis market than the one sold by this client. He bought a live variety program, built and recommended by KMOX. A show which today features a parade of top-ranking stars of stage and radio. Phenomenal sales increases have followed in a steady upswing since the first broadcast, twenty months ago. Although a somewhat seasonal product, each month has shown a big gain over the same month of the preceding year. 289 programs ago, the product was sixth in its class in St. Louis sales. Today finds it lifted to a lofty position, threatening the lead of the strongly entrenched best and second selling competitors. And the client advises that the major share of credit for results obtained is due to KMOX . . . the powerful voice for 2,500,000 radio listeners in the rich Missouri Valley.

Furniture

Case "B" from KNX, Los Angeles

THE Coast's largest furniture store, in Los Angeles, a consistent user of other media, sought the advice of KNX, Los Angeles, for a program that would build prestige and stimulate sales. The Program Department of Columbia's Workshop in the West—key point for CBS West Coast originations—devised a program that was woven into the texture of the client's business. It was a simple, three-times-a-week daytime feature called "Backgrounds for Living", a discussion of home planning and home beauty. The "test program" started in August, 1939, has never since been off the air. March, 1940, ended with a 100% increase over the year before in the number of prospect cards turned in to the store. The client reports added business of $16,000 *a month* due solely to the program. A survey among the store's cash customers disclosed that 58% of them listen to this KNX origination. When a station is the favorite voice of three and one half million people as is KNX, such program planning becomes especially significant.

Drug Stores

Case "C" from WABC, New York

A MAJOR retail chain, which never before used radio, sought the advice of WABC, New York, on how radio could stimulate sales and build traffic. Out of a study of the store's problems, a WABC originated program was suggested. Three times a week, in the very early morning, this advertiser went on the air. The very first broadcast—which concentrated on fountain items and luncheon specials—showed results. Every item mentioned increased in sales from three to ten times! As the client expanded his product appeal, store-wide sales soared. And his 13-week trial has extended 64 consecutive weeks! Survey after survey has proved that WABC is the best known and best liked station in its 15,000,000 population service area. Intelligent programming has done its part.

Case "D" from WAPI, Birmingham

Foods

ONE of the leading model kitchens in radio is operated by WAPI, Birmingham. It is a unique program idea with so many angles and so many "plusses" that this original program idea has made Birmingham grocery sales sky-rocket whenever a sponsor utilized WAPI Model Electric Kitchen facilities. Testimonials and sales records from various food manufacturers are voluminous. Most interesting was the report of a local coffee roaster who, despite the gigantic competition of national and local brands, reports, "After consulting your Program Department and going on the Electric Kitchen as you suggested, our coffee sales are greater this year than in any previous year in our history." Birmingham is a rich, concentrated industrial market. WAPI, with one of the most active Program Departments in the South, makes the most of its opportunities.

Case "E" from WBBM, Chicago

Pianos

IN 1933, it was difficult to give pianos away, no less sell them. A hopeful manufacturer approached WBBM for advice. Columbia's key station in Chicago thought the problem out. They devised a unique program that would provide mass entertainment and still sample the pianos which this manufacturer offered for sale. The thirteen-week test has stretched to seven solid years. The program idea was utilized not only in Chicago, but in other cities around the country where the client had retail stores. In Chicago alone, even though the store is way outside the shopping district, their Christmas, 1938 sales were greater than those of all Loop music and department stores *combined*. The client today spends 90% of his appropriation on radio. Telling a good story well is a specialty of this Columbia key station... serving ten million people in five Mid-western States.

Drugs

Case "F" from WBT, Charlotte

A TOUGH problem, but not too tough for Columbia's station in the deep South—WBT, Charlotte. A big drug manufacturer wanted sales, wanted lots of them, and wanted proof of it. He laid the problem in WBT's lap. A program attuned to the market was devised by WBT. It is now in its *fifth year* and the mail rolls in without a stop but *with proof of purchase*. Ten thousand letters a month. And a special offer in February, 1938 brought 26,028, each with proof of purchase. Another demonstration of the unswerving loyalty of Carolinans—three million of them—to the entertainment and service that WBT alone affords! Another proof of WBT's ability to conceive, plan and produce programs so closely attuned to Carolinans' interest that results always exceed expectations!

Coffee

Case "G" from WCCO, Minneapolis-St. Paul

THE biggest program organization in the Northwest—one of the biggest in America—is the WCCO Artists Bureau in Minneapolis. A wholesale grocer asked the station for an idea to sell its line of groceries, particularly to sell its coffee. The Artists Bureau and the Program Department got together, proposed a ten-minute program *on Saturday mornings*. After only seven weeks, the advertiser's agency sent a questionnaire to key grocers in the Twin Cities and the Northwest. They asked what the trend of the client's coffee sales had been. And after only seven Saturdays on WCCO, 4 out of every 5 dealers reported "sales are up." Another illustration of how sixteen years of effective programming has won a special place for WCCO in the hearts of almost four million Northwesterners, not alone in the urban Twin Cities but in the rural Northwest, as well.

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Case "H" from WEEI, Boston

Shoes

AN important men's shoe chain decided to test radio and see whether it could promote sales in their four Boston stores. A 13-week contract was given WEEI for a special program devised by the station at 5:30 to 5:45 every week night. The program was called "Man About Town", a street quiz, going from one store location to another. 13 weeks ended. The client renewed for 20 weeks more. The program's influence was felt throughout New England to such an extent that the client reported "business is better in New England than in any other part of the country" Programming of, by and for New England is what has made "Columbia's Friendly Voice in Boston" the favored voice of five million New Englanders—in Boston and twenty-seven rich "outside" counties as well.

Case "I" from WJSV, Washington

Crackers

ALL through 1938 this client—an important cracker baker—used magazines and newspapers and bill boards but no radio. In March 1939 they asked Radio Sales to plan a Washington program that would sell crackers. Radio Sales checked WJSV's Program Department. Between them an unusual news show was developed. At the end of 1939, the sponsor reported an increase in Washington area sales over the year before of over ten million crackers! Columbia's Station for the Nation's Capital has been the source of many big program ideas that are now favorite network features. And there are many more intentionally local programs which are so entirely designed for the rich Washington market that they have succeeded in keeping WJSV the favorite of listeners, dealers and advertisers alike.

Food Chain

Case "J" from Columbia New Englan

EVERYBODY eats. And everybody buys food. That's what makes the retail grocery business so very competitive. Building store traffic in grocery chains is the toughest and most important activity in the business. A major grocery chain put the problem up to the Columbia New England Network. A program was developed. It went on the air 15 minutes, once a week, tested on only three stations of the network. Following the *very first* broadcast, over 40,000 people visited the New England stores of this chain as a direct and provable result of a single radio broadcast! And this from only *one* broadcast on only *three* stations! The power to reach people . . . the programs to interest them . . . the prestige to sell them.

Paint

Case "K" from Columbia Pacific

PAINT sales are hard to make. Competition is severe, dealers are few for a quality product. But people build houses and paint houses on the Pacific Coast, as they do elsewhere. A prominent manufacturer wanted a larger share of the market. He asked the Columbia Pacific Network . . . CBS in the West . . . how he could get it. A new idea in a quiz program was devised, "The Answer Auction", a half-hour, once a week, evening program. Questions must be sent in through a dealer. And even though the number of dealers is comparatively small and their identification difficult, more than 500 questions a week are received! The dealer lists are growing and the old dealers are enthused.

So it is all over the country. And, like a vast horn of plenty—funneling its wealth—the ideas, the experiences, the plans that have been so enormously successful out in the field are transmitted by Columbia's operated stations to one central source—Columbia's Radio Sales. And they're made even more valuable in Radio Sales offices by the daily contact of Radio Sales' men with *all* advertisers and *all* agencies . . . a composite experience virtually without equal in radio!

Columbia's Radio Sales knows markets. And marketing. And how to make the most of both. A Radio Sales client presented this problem: he is in a field where sales of leading brands of his product hit the astronomical figure of 2 billion units per year for each of the leading brands. It's a product that's bought and consumed daily. And ten competitors fight for the market. Advertising expenditures, among the leaders, average $8,000,000 per year. How could he "crack" this market—with much less money to spend? A plan was devised, using a different program in each Radio Sales market—a program planned to fit the needs and catch the interest of each locality. A year has passed. The client's total advertising investment has been less than one million dollars—50% of it for radio—most of the 50% in the few cities in which Columbia operates stations. And despite the "impossible obstacles", despite the advertiser's refusal to sell in some of the nation's biggest markets . . . despite their comparatively minute advertising budget, their sales forged ahead until, according to Barron's published estimate, based on 1939 revenue collections, they are in *fifth place* nationally . . . and in many Radio Sales cities they are first!

What can Radio Sales do for you? The answer is—what can radio do for you? Because Radio Sales knows radio and how to make it work. Regardless of how limited are your radio plans . . . no matter what markets constitute your sales problems, ask Radio Sales for their suggestions about how radio can be harnessed to *your* sales machine.

RADIO SALES

A division of the Columbia Broadcasting System

Offices in New York, Chicago, Detroit, St. Louis, Charlotte, N.C., Los Angeles, San Francisco. Representing: WABC, New York; WBBM, Chicago; WEEI, Boston; WCCO, Minneapolis-St. Paul; KNX, Los Angeles; KMOX, St. Louis; WJSV, Washington; WBT, Charlotte; WAPI, Birmingham; the Columbia California Network; the Columbia New England Network; the Columbia Pacific Network.

KSD Will Continue Facsimile; Sees Hope in Better Equipment

Improved Apparatus Said to Overcome Objections; Main Goals of Experiments Were Attained

Two of the leading facsimile experimenters have been the McClatchy stations in California, affiliated with the McClatchy newspapers, and KSD, St. Louis, affiliated with the St. Louis Post-Dispatch. After many months of operation, they have reached separate conclusions. The McClatchy stations have dropped facsimile after 11 months on the air [BROADCASTING, *May 1*], *as announced by Guy C. Hamilton, vice-president and general manager of the stations and newspapers. KSD, according to Robert L. Coe, technical director, has been experimenting for a year - and - a - half and is pleased with the results, especially in view of the prospect of obtaining better equipment. In this article Mr. Coe explains why KSD is continuing its facsimile experiments.*

By ROBERT L. COE
Technical Director, KSD, St. Louis

AFTER more than a year-and-a-half of facsimile experimentation, KSD and the *St. Louis Post-Dispatch*, which inaugurated the world's first daily radio newspaper in 1938, is confident that their original decision to experiment with this new medium has been entirely justified. In view of the many improvements which the manufacturers of facsimile equipment have been able to accomplish, partially as a result of the information collected through experiments such as those conducted by the *Post-Dispatch*, the day when facsimile will be made available to the general public seems near at hand.

Certainly, we have no intention of writing "30" to our present daily facsimile experiments — first, because the outlook for eventually placing facsimile on a practical basis appears much more feasible now than it did when our experiments first began; second, because we do not flatter ourselves that we have learned everything there is to know about facsimile broadcasting even with our present equipment, which is now admittedly more or less obsolete.

Two Objectives

The *Post-Dispatch* facsimile experiments were begun in the latter part of 1938. On Dec. 7 of that year a regular daily schedule of facsimile transmission was announced. The world's first daily radio newspaper received considerable publicity throughout the world. The experiments were undertaken with two main objectives in mind; Namely, to determine whether or not the equipment then available was suitable for general public usage, and if not, what improvements would have to be made; and, to attempt to learn something as to the public's reaction to facsimile broadcasting, whether any desire could be created for this type of service, and what would be the general requirements for such a service.

A year ago, in reporting upon our experiments and observations to date, we expressed the opinion that the equipment we had at that time was not entirely satisfactory and that a number of improvements would have to be made before there would be any justification for attempting to introduce facsimile broadcasting to the public. We stated that it would have to be speeded up, that the present system was not capable of reproducing news and pictures in the home fast enough to provide a service which was not already available except, perhaps, in the case of isolated rural areas. We also suggested that the page size was not entirely satisfactory and should be larger.

All in One

In one of our reports mention was made of the facsimile apparatus being incorporated in the regular home receiver so that in one unit could be combined all the advantages of modern radio receivers, both long and short wave, plus the facsimile printing equipment. It was also felt desirable to have a system capable of being controlled entirely from the transmitter, to eliminate the necessity of transmitting the facsimile news and pictures at some predetermined time. With such a system the receivers in the home could be turned on at any time, when in the opinion of the transmitting station news developments justified a transmission.

All of the facsimile equipment used by the *Post-Dispatch* was developed and manufactured by RCA and, of course, we have cooperated very closely with this organization, keeping them advised as to the results we obtained in St. Louis and also passing along to them our thoughts and suggestions for needed improvements. Recently, RCA has announced the development of a new system of facsimile transmission and reception which, if it lives up to all the claims of the manufacturer, will provide all of the improvements which we have suggested above.

Bigger and Faster

First, and perhaps most important, a facsimile receiver has been combined with a standard broadcast receiver in a single cabinet and the whole unit will probably sell for not a great deal more than a better grade of home receiver on the market today. The new receiver is much faster, more than twice as fast, in fact, and in addition, the page size has been increased.

The new facsimile receiver will be automatic in operation and will not depend upon the use of any sort of time clock, so that whenever the transmitting station desires to transmit a bulletin or a picture the receiver in the home can be turned on by the transmission of a given signal.

JUST 26, Helen Hiett, journalist, reporter and lecturer, waves goodbye to her friends at LaGuardia Airport before boarding the *Clipper* en route to assume her new duties as an NBC war correspondent. She will headquarter in Paris and work with Paul Archinard, NBC's representative in that city. A graduate of the U of Chicago, Miss Hiett worked from 1934 to 1937 with the American League of Nations Assn. in Geneva. She studied in various foreign capitals, has an M.A. degree in political science, and has made three lecture tours in the United States. She also covered the Ethiopian and Spanish wars and the Munich crisis for various newspapers.

The new receiver will be much more flexible than the earlier model with which we have been experimenting in that the user will be able to tune the set to reproduce the facsimile transmissions from any facsimile station within range, with those on the high-frequency band such as our W9XZY or the standard broadcast stations which transmit facsimile signals during the early morning hours. Conceivably this system will make possible, if the user so desires, the tuning in of news bulletins from New York, San Francisco or any other community having a broadcast station of sufficient power and equipment for facsimile transmission. Thus, a new form of DX hunting will probably develop.

Belongs on High Frequencies

One thing our experiments have proved—at least as far as we are concerned. It is that the principal field for the development of a facsimile service to the public will probably be on the high frequencies where 24-hour-per-day operation is possible. Such operation is, in our opinion, essential if facsimile is to offer a service to the public not now available through any other medium. True, because of the limited range of the higher frequencies the rural areas will have to depend for their facsimile service upon the conventional broadcasting stations during the early morning hours. But in the metropolitan areas, where a facsimile service will have to make its initial bow anyway, nothing short of an unlimited time schedule seems feasible.

The handicaps incident to restricting facsimile transmission to regular broadcast channels after midnight no doubt explain the discouragement of some of the facsimile experimenters who were very enthusiastic when this new device was announced but who now express the thought that perhaps there is no future for facsimile after all. Our experience has certainly borne out our original contention that the operator of a facsimile station must be in a position to flash news bulletins to the reader in the home at whatever hour of the day or night they may occur. The fact that with the new equipment soon to be available we will be able to do this and at a speed sufficient to satisfy the most critical, all at a cost to the user not a great deal more than he would pay for a radio anyway, in our opinion assures the future of facsimile.

Facsimile, we believe, will develop a new field of its own, delivering news to the home almost at the instant it happens and in a permanent printed form so that it is not necessary to listen in continuously in order to avoid missing some news development. Further, it avoids the possibility of misunderstandings or misconceptions always present in the case of orally broadcast news. The reproduction of pictures and fine drawings via facsimile is excellent and should provide every opportunity for illustrations and explanations.

Confident of Future

With the newly-perfected equipment and based on the experience with the earlier experimental models we feel rather confident that little trouble will be experienced as far as maintenance of the recorder in the home is concerned; and as far as the cost of paper for the receivers is concerned, this should be reduced materially as the demand increases. In fact, some enterprising advertiser probably will supply the paper free of charge with, of course, an advertising message on the back of it.

We see no reason why facsimile cannot be expected to develop eventually into quite a revenue producer. Now that the speed has been increased so as to allow sufficient time to insert advertising in between news dispatches and as soon as the Commission approves commercial operation we can expect the inauguration of commercial facsimile.

Considering these possibilities, it would seem that broadcasters and newspapers alike are missing a bet if they overlook facsimile, for here is a new industry in the making that will provide the public with something they need and will want if properly educated, which, best of all, does not require any large investment on the part of the broadcaster as, for instance, is the case with television. In fact, a facsimile service can be inaugurated with a smaller investment than is the case in sound broadcasting, frequency modulation or television, to say nothing of the absurdly simple methods which can be employed in preparing copy, etc.

Boston Tea Test

BOSTON TEA Co., New York, throughout April and May has been testing spot announcements several times weekly for Mint tea on WKBO, Harrisburg, and WTHT, Hartford. More stations may be added later this summer, according to Wesley Associates, New York, the agency.

Consumer Trends Basis for Debate At AAAA Meeting

Radio Charged With Helping Anti-Advertising Movement

RADIO executives were given special mention for their part in unwittingly promoting the consumer movement by Colston E. Warne, president of the Consumers' Union, during a discussion of the topic, "To What Extent Should Advertising Be Controlled and by Whom?" at the May 17 open session of the 23d annual convention of the American Assn. of Advertising Agencies, at the Waldorf-Astoria, New York.

Mr. Warne, who with Donald E. Montgomery, consumers' counsel of the Agricultural Adjustment Administration, spoke for the "Critics" in a Town Hall Meeting type of debate, began by placing with the advertising fraternity the responsibility for the birth and growth of the American consumer movement.

"We of the consumer movement," he continued, "should acknowledge special debts of gratitude. First, let us give a medal for distinguished service to the radio network executives. Their new invasion of the home with resonant baritone voices blending real and specious appeals for action has done more to accelerate consumer revolt than the handiwork of their more sober and restrained ink-wielding competitors. Through long years, efforts of consumers, of government and of the industry itself have to some extent checked undue exuberance in print.

Voice Appeal

"Now the seductive power of the dramatized human voice peddles, in successive minutes, romance-yielding allures, power-yielding gasolines, and quick-acting headache powders. The patent insincerity of much of the procedure has caused a substantial and significant number of listeners to call down a plague on the house of advertising. Don't think for a moment that the consumer revolt of today emerged from Moscow. You built it, and consumers are in the future going to have much to say as to advertising practices."

Answering the arguments of Messrs. Warne and Montgomery for further control of advertising by both consumer and government as well as by the industry itself, Stanley High, author and editor, and Fulton Oursler, editor of *Liberty* Magazine, acted as "Defenders" of advertising from regulation from without. Decrying the overzealous regulatory activities of governmental officials, Mr. Oursler gave special mention to the FCC.

"A crowning example of a certain kind of idiocy that now prevails came in news dispatches a few days ago," he stated. "I refer to the recent attempt to interfere with competition and progress by the FCC. It held up the free distribution and advertising of television sets. For the first time in our history, a government bureaucracy sought to protect the American people from enjoying the fruits of research, experimentation and human advancement. And all this in the name of saving the consumer from buying a commodity which inevitably will be better five years from now than it is today. What would our present radios be like, I wonder, if in the early days of the crystal sets we had sat around and waited for perfection to dawn! Stalin and Hitler could not have done any worse."

Officers and Board

At the annual election May 16, Atherton W. Hobler, president, Benton & Bowles, New York, was elected chairman of the board of the AAAA for the coming year. John Benson was reelected president for a four-year term. Other officers, all elected for one year, are: Vice-president, Guy C. Smith, executive vice-president, Brooke, Smith & French, Detroit; secretary, David M. Botsford, president, Botsford, Constantine & Gardner, San Francisco; treasurer, E. DeWitt Hill (reelected), vice-president, McCann-Erickson, New York.

Elected as members-at-large of the executive board for three-year terms are: Ernest V. Alley, Alley & Richards Co., Boston; Allen L. Billingsley, president, Fuller & Smith & Ross, Cleveland; Don Francisco, president, Lord & Thomas, New York. Of the six members-at-large continuing on the board, three have terms expiring next year and three in two years.

Board members representing councils, elected for one year, are: New York, F. B. Ryan Jr., vice-president, Ruthrauff & Ryan; New England, Harold Cabot, president, Harold Cabot & Co., Boston; Atlantic, M. E. Goldman, partner, Aitken-Kynett Co., Philadelphia; Central, Arthur E. Tatham, vice-president, Young & Rubicam, Chicago; Pacific, W. H. Horsley, president, Pacific National Adv. Agency, Seattle. F. R. Gamble continues as executive secretary.

On May 16 the convention witnessed a demonstration of frequency modulation, arranged by FM Broadcasters Inc., in cooperation with Stromberg-Carlson, who installed a combination FM and standard broadcast receiver in the convention rooms. The regular demonstration of musical selections and sound effects used by FM proponents to show the ability of this method of radio transmission to reproduce faithfully at the receiver whatever sound goes into the microphone was topped on this occasion by a severe electrical storm which broke reception via normal broadcasting band with violent static crashes, but left unimpaired the FM reception.

EMPLOYER REPORTS To 10,000 Employes by Using Single Broadcast

USE of a half-hour on a local station to explain an annual report to employes proved successful, according to B. C. Heacock, president of Caterpillar Tractor Co., Peoria, Ill., writing in the *Executives Service Bulletin* of Metropolitan Life Insurance Co. Mr. Heacock explains that details in the report, which otherwise might not have been read or understood by many employes, were made clear in the program.

Improved relations with its 10,000 employes resulted from the broadcast, it was indicated, with Mr. Heacock explaining effect of sales on employment and describing in detail how various branches of the organization dovetail.

Midgley Wins Promotion

C. E. MIDGLEY, Jr., in charge of radio time-buying for BBDO, New York, has been appointed business manager of the agency's radio department, according to Arthur Pryor Jr., vice-president in charge of radio. A graduate of the Wharton School of the U of Pennsylvania, Midgley spent a year in editorial work before joining BBDO in 1928. The year following he entered the agency's radio department, where he later became time-buyer, handling both network and spot campaigns. In addition to his new duties, which will entail the supervision of all contracts for both time and talent of the agency's clients, Midgley will also continue to supervise the work of the staff he has heretofore actively headed.

Mr. Midgley

FRED ALLEN CASTS NEW TEXACO SHOW

FOLLOWING the announcement last month that Bristol-Myers Co. is replacing Fred Allen this fall with Eddie Cantor in its Wednesday 9-10 p.m. period on NBC [BROADCASTING, May 15], Texas Co., New York, has announced the signing of Fred Allen as the star of *The Texaco Star Theatre*, Wednesdays, 9-10 p.m. on CBS, starting Oct. 2.

The Texas Co. will replace the current *Star Theatre* with a half-hour musical show for the summer months, effective June 26. Summer series will utilize the first half of the hour, with CBS occupying the second 30 minutes with a sustaining feature for 13 weeks.

Kenny Baker, featured vocalist on *Star Theatre*, and David Broekman's orchestra have been signed for the summer replacement. Frances Langford, vocalist, will also be featured. Baker has a 52 week contract and will join Fred Allen in New York when he starts his new show Oct. 2. Jack Runyon, radio director of Buchanan & Co., agency servicing the account, and producer of the Hollywood half of the current *Texaco Star Theatre*, will remain in that capacity for the summer series.

Although full details of the new fall Texaco program have not been revealed, it was announced that Al Goodman's orchestra has been signed for the series.

Although neither Bristol-Myers Co. nor Young & Rubicam, its agency, will confirm the report that Eddie Cantor will be paid according to the CAB rating of his program, it is generally understood that Cantor will receive a base salary of $10,000 per week, plus $200 for each point over a base rating of 20 points, not exceeding a maximum of 30 points during the 39-week contract. Thus Cantor, if he maintains a 30-point rating, can receive as much as $78,000 extra for the season, or a 20% bonus. Although talent and whole programs have been hired or discontinued in the past because of their high or low CAB ratings, this arrangement seems to be the first artist-sponsor contract to be signed on a popularity basis.

Recruiting Continuities Offered Stations by Army

BROADCAST stations, along with newspapers and magazines, are being solicited by the Army, through recruiting districts, to cooperate in the nationwide movement to encourage Army enlistments, it was learned at the War Department May 21. Stations are being asked to use announcements employing this language: "We favor adequate preparedness for national defense and recommend enlistments in the U. S. Army to eligible young men." The Department also stated that newspapers and magazines are being asked to carry display space, including picture posters, to encourage enlistments.

While question has been raised in some quarters regarding the advisability of stations using such announcements, since they might be regarded as supporting a "controversial issue", the general industry view appears to be that they do not fall within the controversial category, constituting what amounts to national policy.

ALMOST ANYWHERE except in North Carolina, airing of the anniversary celebration of a metropolitan newspaper would not be news. In the Tar Heel State, however, there are still recalcitrant publishers who regard radio as a gadget and won't print programs or other radio news. Recently, however, WPTF, Raleigh, and Ambassador Josephus Daniels, 75-year-old *News & Observer* buried the hatchet. On May 18 WPTF handled a three-point pickup from the newspaper's building observing its 75th anniversary. Shown (l to r) Pohnathan Daniels, editor; Josephus Daniels Jr., business manager; Frank Daniels, treasurer; Ambassador Daniels; Ralph Burgin, WPTF; Miss Mary H. Horton, vice-president of the paper; Wesley Wallace, WPTF; Will X. Coley, circulation manager. Relations between the newspaper and station were cemented recently by a series of community ventures undertaken jointly between newspaper and station, evolved by Frank Daniels and Richard H. Mason, WPTF manager.

Capital Radio Reporters First Year

Washington News Corps Enjoying a Rapid Growth

The author of this article was for 10 years a prominent Washington newspaper correspondent and is a member of the famed Gridiron Club. His last newspaper assignment, before becoming Washington correspondent for CBS, was the chieftaincy of the 'New York Herald-Tribune' Washington bureau. On May 20 he was elected 1940 president of the Radio Correspondents Assn., succeeding Fulton Lewis Jr., MBS commentator, founder and first president of the association.

By ALBERT WARNER

IN MID-MAY the radio correspondents of Washington finished their first year of complete recognition on an equal footing with the representatives of the press in the nation's capital. Given our own seats in the Congressional Galleries, our own correspondents' rooms in the Capitol, and admitted to all the Presidential and Cabinet press conferences, we were acknowledged, last June, for the first time, an important part of the Washington newsgathering corps. And this summer for the first time there will be reportorial seats assigned to radio newsmen at the national conventions.

This acceptance of the Washington radio correspondent may be explained perhaps in the fact that the May 20 meeting, this year, of the Radio Correspondents Assn. in Washington was attended by 40 members.

At the Source

Forty radio correspondents in Washington! Two years ago you didn't even hear of radio news staffs. The growth is, I think, due not only to the network correspondents whose work has been in the forefront of public attention because of the fact that they actually go on the air. It is due also to newsgathering and editing staffs and to the emergence of a new type of radio correspondent who covers Washington news for a single station or regional network, and whose news is brought to the radio audience indirectly, by filing wire reports to the station he represents.

I think this is an extremely interesting development in radio's coverage of news, acknowledging something I have always felt: That radio has depended a little too much on the services of press tickers. To interpret news without having a first-hand contact with the source of that news and those who make it is a difficult job indeed. It is particularly difficult for the newsman whose report is given directly by radio.

Coming so new to radio, it's natural that I should be aware of the similarities and differences between press and radio coverage of Washington's news.

WHEN the Radio Correspondents Assn. held its first annual banquet in Washington May 23, Albert L. Warner (center), assumed the presidency. Here Fulton Lewis jr., (second from left), MBS commentator, founder and first president, congratulates Warner, CBS capital commentator. At left is William R. McAndrews, NBC, new vice-president. At right are Fred Morrison, Transradio Press, secretary, and Stephen McCormack, MBS, treasurer. Officers were installed at a dinner May 23.

I suppose what struck me in making the change from newspaper to radio was radio's personal touch—that direct communication between the reporter and the listener, the tone of voice, the inflection, the personality which a radio correspondent inevitably inflicts upon the listener. A talk is apparently a much more personal thing to the listener than a newspaper article is to the man who reads it.

Now a Personality

My name was on the front page of a New York newspaper with bylines over Washington articles for a good many years during a period in which there was absorbing interest in Washington activities. Except for a very occasional letter from an acquaintance, and once in a long while from an outsider, I never heard from anyone except other newspapermen. I suspect that newspapermen are the only people who bother to look at bylines over news articles in the papers.

On the other hand, I was immediately struck by the number of people who are interested in the radio speaker as a personality. My fan mail is not so voluminous that I have difficulty in answering it, but the fact that any complete strangers should take the trouble to write notes indicates what a difference there is between the way people listen to radio news and the way they read a newspaper.

One of my first postals was received from a gentleman in New Jersey who said something to this effect: "You are just a loud-mouthed anti-New Dealer spouting chamber of commerce stuff. I and all my friends are going to turn off the radio when you come on."

Three weeks later I was amazed to receive another postal from the same gentleman saying: "I was mistaken. I think you are being fair. Good luck!"

Then there are people who are touched off into flowery letters or into criticism by a word picture or a phrase. Not so long ago I went to a press conference conducted by the economic negotiators for Britain and France—economists who were trying to straighten out irritations in the diplomatic relations between the Allies and the United States. One of the Britishers seemed to me a typical Englishman, and I happened to mention on the air that he wore baggy trousers. A postcard the next day informed me that I had insulted the English, and that my adjective had proved me a German propagandist of the worst stripe. I replied that my own trousers were frequently baggy.

Radio reporting is thus to a considerable extent subjective because of the effect of the broadcaster's personality on the listener. But the necessity for objective reporting is equally obvious. If you write for a particular newspaper, you are often writing for a particular class of readers. Some of the material emphasized in the *New York Evening Post*, a liberal paper, is often quite different from material emphasized in the conservative *New York Sun*. On the radio, you have no particular group of listeners; in fact, you have the most cosmopolitan audience that you could probably find anywhere. You could not satisfy those listeners for very long if you were not reasonable, fair, and objective. You could not serve the public interest if you did not have these qualities.

A Growing Corps

Combining the color of events, the interpretation of them, and the personal touch with objectivity and impartiality is the task of the radio correspondent. It is not an easy one.

In Washington is growing a corps of experienced reporters, now devoting themselves to radio, who know their job and keep at it. This is the basis for any good reporting—radio or newspaper.

In Fulton Lewis, in Earl Godwin, in H. R. Baukhage, and I hope in myself, we have old-fashioned reporters who ought to know what is going on and why. In the days just before the war broke out, and onward as foreign affairs topped everything in the news, I have practiced calling on at least four or five different officials in the State Department every day, including an assistant secretary of state or two. This is in addition to the press conference with Secretary Hull. Add to that a visit to Congress and to the War Department and contact with the White House.

If then I could not give an ample, accurate, and fair presentation of the attitude, opinions, and predictions of official Washington, it would be my fault.

Washington's radio correspondents celebrate, in the first anniversary of their recognition as an integral part of the Capitol's newsgathering machine, the recognition of the care and thoroughness and difficulty which are part of the radio correspondent's job.

First Annual Banquet Held by Radio Reporters

FIRST ANNUAL dinner of the Radio Correspondents Assn., held May 23 in the Mayflower Hotel, Washington, was such a great success that the party is destined to take its place in importance with the annual dinner of the White House Correspondents Assn. Postmaster General James A. Farley led the list of guests from official life, which included Senator Warren Barbour, of New Jersey; Senator John Danaher, of Connecticut; William D. Hassett, White House secretary; Gen. George C. Marshall, chief of staff, U. S. Army; Rep. John J. Dempsey, of New Mexico; Rep. Sol Bloom, of New York; Rep. J. William Ditter, of Pennsylvania. Senator Barbour and Rep. Dempsey were largely instrumental in helping Fulton Lewis Jr. secure changes in rules last year setting up Congressional radio galleries on a par with the press.

Besides members of the association, the guests included Niles Trammell, executive vice-president, NBC; Frank Mullen and Edward McGrady, RCA vice-presidents; Frank M. Russell, Washington vice-president, NBC; A. J. McCosker, president of WOR and chairman of the board of MBS; Theodore Streibert, vice-president, MBS; Harry C. Butcher, Washington vice-president, CBS; William B. Dolph, manager, WOL; Herbert L. Pettey, manager, WHN; Earl Godwin and George Durno, former presidents, White House Correspondents Assn.; Ruby Black, president, Women's National Press Club; Kenneth H. Berkeley, Fred Shawn and Carleton Smith, WRC-WMAL; Wells Church, radio director, Republican National Committee; G. W. Johnstone, radio director, Democratic National Committee; Louis Ruppell, publicity director, CBS; A. D. Willard Jr., manager, WJSV; Ray Tucker, newspaper columnist; Victor Sholtis, special assistant to the Secretary of Commerce; Michael J. McDermott, chief of the Division of Current Information, Dept. of State; D. Harold McGrath, superintendent, Senate Radio Gallery; Robert M. Menaugh, superintendent, House Radio Gallery.

THE corps of Washington radio correspondents and commentators, members of the Radio Correspondents Assn., was included with members of the press corps on the guest list for the White House "press" reception the evening of May 21.

ANNOU

FM

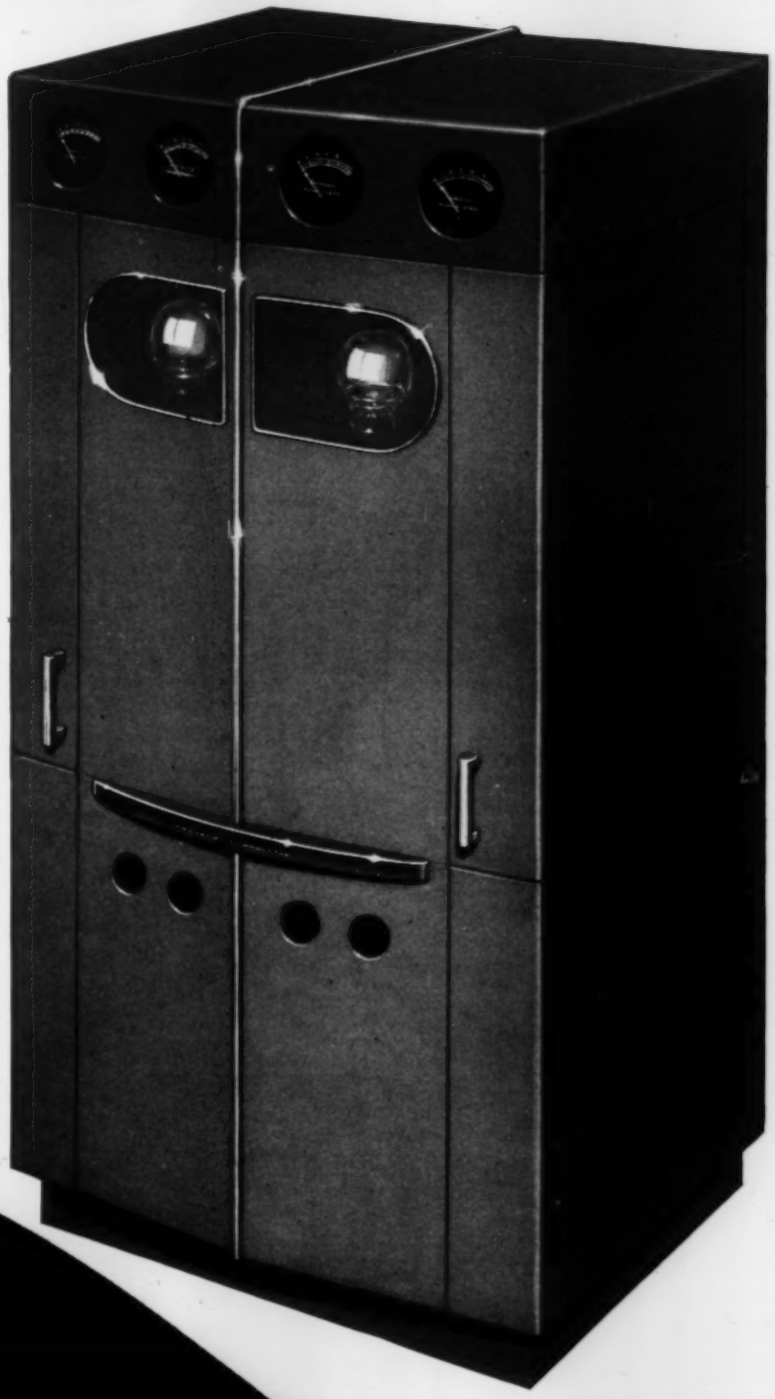
Synchronized

BY

Western Electric

OUNCING

Synchronized FM



FREQUENCY STABILITY: Western Electric now makes another great contribution to the radio art —*synchronized* frequency modulation. This new system of carrier wave frequency stabilization is unique—gives the 503A-1 (1KW) Transmitter a stability of better than .0025%.

FREQUENCY RESPONSE: Flat within ± 1 db from 30 to 15,000 cycles per second.

NOISE LEVEL: Phase noise carried by transmitted wave is 70 db down unweighted from ± 100 KC swing.

DISTORTION: Typical measurements of r. m. s. audio frequency harmonic distortion with a distortionless F M audio monitor in the frequency range of 30 to 15,000 c.p.s. show less than 2% at a modulation corresponding to ± 100 KC swing. Distortion measurements include all audio frequency harmonics up to 30,000 c.p.s.

COMPACT UNIT: All apparatus is contained in a single, beautifully styled cabinet measuring only 44" wide x 39" deep x 78" high. In construction and arrangement, it is similar to the now famous 443A-1, which set a new high in accessibility and simplicity of control.

POWER OUTPUT: The 503A-1 is designed to serve perfectly for powers of 1 KW or less, or as an exciter for amplifiers for higher power. Its superior characteristics will carry through when you step-up—that's mighty important to remember!

FOR FULL TECHNICAL DETAILS, write to Graybar.

DELIVERY: Orders now being accepted for Fall delivery.

Ask your Engineer!

DISTRIBUTOR:
Graybar Electric Company
Graybar Building
New York, N. Y.

Distributed by GraybaR

Spartanburg Sale Approved by FCC

New WORD Acquires WSPA; Walter Brown Is Manager

VIRGIL EVANS, owner of WSPA, Spartanburg, S. C., retires from the broadcasting business and that station, a 1,000-watt daytime outlet on 920 kc., will be jointly operated with the projected new WORD, fulltime local on 1370 kc., as a result of FCC approval granted May 21 for the sale of WSPA to Spartanburg Advertising Co. The transfer of WSPA ownership, involving a purchase price of $30,300, also ends the long litigation between WSPA and the proposed new WORD [BROADCASTING, May 1].

Under the new setup, Spartanburg for the first time will have night as well as day service. It is planned by the new owners to take formal possession of WSPA June 1, with Walter Brown, prominent Washington newspaper correspondent, as manager. Mr. Brown is one of the stockholders of Spartanburg Advertising Co., which holds the construction permit for WORD. The latter station, he states, should be ready for operation shortly after July 1. It will for the time being use the same studios as WSPA and will operate from the same antenna.

Stock Ownership

Spartanburg Advertising Co. is headed by A. B. Taylor, president of Taylor-Colquitt Co., timber-treating concern, who holds 137 of the 400 shares of stock issued. Mr. Brown is vice-president and general manager, with 100 shares. C. O. Hearon, former local newspaper publisher, is secretary, with 25 shares. The other stockholder is Donald Russell, local attorney, with 138 shares.

Mr. Evans, a member of the State Legislature, has stated that he intends to devote his efforts primarily to his recently established weekly, the *Spartanburg News*. Mr. Brown, until the national political conventions in June and July, will divide his time between Washington and Spartanburg. A native Georgian whose father was prominent in the politics of that State, Mr. Brown is at present Washington correspondent for a group of Southern newspapers, including the *Raleigh* (N. C.) *News & Observer*, *Greenville* (S. C.) *News* and *Piedmont*, *Winston-Salem* (N. C.) *Journal* and *Citizen* and *Asheville* (N. C.) *Citizen* and *Times*.

Fels Using 17

FELS & Co., Philadelphia, which May 6 started a campaign of quarter-hour musical clock, morning and interview type programs for Fels Naptha soap featuring local talent, is using the following stations: KFRC, San Francisco; KOIN, Portland, Ore.; KHJ, Los Angeles; KIRO, Seattle; WDGY, Minneapolis; WGN, Chicago; WIL, St. Louis; WCPO, Cincinnati; KQV, Pittsburgh; WJR, Detroit; WGAR, Cleveland; WQXR, New York, and five Yankee Network stations. Agency is Young & Rubicam, New York. The Fels company, placing direct, also has started a thrice-weekly quarter-hour, *Golden Bars of Melody*, on WFIL, Philadelphia.

BEAVERS and Burnsides were obligatory when Omaha celebrated Golden Spike Days in May, with Gracie Allen's "Surprise Party" convention headlining the event. All three Omaha stations participated in the occasion. The lineup at top, all of WOW, includes (l to r) Bill Wiseman, publicity; Freddy Ebener, musical director; John Gillin Jr., manager; Harry Burke, program manager, and Foster May, special events director. Below, KOIL's Manager Don Searle and George Burns, Gracie's partner and manager of her campaign for the Presidency.

OMAHA'S GOLDEN SPIKE FETE

Colorful Events Mark Second Annual Celebration; Gracie Allen Convention Staged

GOING the limit in promotion and coverage, all three Omaha stations —WOW, KOWH and KOIL— turned the bulk of their time, talent and facilities over to Omaha's second annual Golden Spike Days Celebration May 13-18. Radio's place in the event was established more firmly than ever through participation of *Burns & Allen* and their company in the Surprise Party Convention booming "Gracie Allen for President." In addition to intensive local angle coverage, the event was highlighted by origination of the regular *Burns & Allen* CBS broadcast for Hinds Honey & Almond Cream from the convention hall.

KOIL carried a total of 59 special events broadcasts during the six-day celebration, all sponsored by the Omaha National Bank. KOIL, as the Omaha CBS outlet, took an active part in preliminary arrangements for *Burns & Allen* participation, with General Manager Don Searle as radio chairman of the Golden Spike Committee. KOIL broadcasts started from Salt Lake City, following the "Presidential Special" on through Denver and Grand Island to Omaha. In addition to general coverage of Golden Spike events, KOIL originated the CBS *Burns & Allen* broadcast May 15 and carried the complete Surprise Party convention May 17. Cliff Johnson, KOIL program director, was prominent in planning and producing the convention.

WOW also furnished extensive coverage of Golden Spike events, using five uniformed special events crews and five special events cars furnished by automobile sponsors— sprayed with whitewash paint and identified with call letters. WOW's principal broadcast was a panorama of the special train's progress across Nebraska, with special events crews meeting the train at various points outstate as it approached Omaha, transcribing interviews and then playing them for broadcast via wires. The program concluded with a pickup of the train's arrival at the Omaha Union Depot. WOW also picked up the parades and carried special programs from the convention, aggregating 22 broadcasts. WOW coverage and descriptions were handled largely by Foster May, special events chief, Harry Burke, Lyle DeMoss, Bill Wiseman, Gay Avery and Russ Baker.

The Golden Spike celebration, particularly the *Burns & Allen* participation, drew heavy local newspaper publicity also. The *Omaha World-Herald*, in addition to a special Golden Spike Days session on May 14, carried front page news and feature stories of the doings of the radio troupe from the time of their departure from the West Coast, through the Surprise Party Convention, and until the celebration concluded.

Drops 'Gangbusters'

COLGATE - PALMOLIVE - PEET Co., Jersey City, which has sponsored *Gangbusters* on CBS for the past 4½ years, is discontinuing after the June 15 broadcast. The program is currently on 55 CBS stations, Saturdays, 8-8:30 p. m. for Cue dentifrice, and formerly was heard for Colgate shaving cream. No substitute program or further plans have been announced, according to Benton & Bowles, New York, the agency.

MEMBERSHIP DRIVE IS BEGUN BY NAB

PREPARATORY to the annual convention to be held in San Francisco, Aug. 4-7, the NAB May 27 launched an intensive membership campaign directed by C. E. Arney, recently-appointed assistant to the president. The drive is to reach all non-member stations. The effort was launched with the dispatching of a personal letter from each of the 17 NAB district directors to each non-member in his district.

Preparatory to the drive, 43 broadcasters in as many States were named by district directors to serve as State or area membership chairmen. The campaign will include a series of nine mailings to every non-member, the last to go out July 15. The mailing pieces will stress the value of NAB membership and the responsibility of every broadcaster to participate in its all-front activity, according to Mr. Arney.

NAB Districts to Hold Elections of Directors

SEVEN NAB districts will hold meetings between June 1 and June 22 to elect new directors preparatory to the NAB convention Aug. 4-7 in San Francisco. Chairman James Lawrence Fly of the FCC, plans to address the District 4 meeting June 1-2 at the Sedgefield Hotel, Greensboro, N. C. Other meetings will be addressed by NAB department heads and by Carl Haverlin, station relations director of Broadcast Music Inc.

Originally eight district meetings had been planned, since half of the district directors are elected annually prior to the convention. John E. Fetzer, District 8 director, including Indiana and Michigan, however, recently was reelected at a special meeting. Other district meetings scheduled are District 10 at St. Louis, June 8; District 12 at Wichita, June 9; District 14 at Salt Lake City, June 12; District 16 at San Francisco, June 17; District 6 at Memphis, June 20; District 2 at Rochester, N. Y., June 22.

NAB Code Praised

THE NAB Code was heralded as "a notable step in recognition of their responsibility toward the radio audience in promoting an even higher standard of culture, while safeguarding freedom of speech and of the air" in a resolution adopted May 16 at the annual convention of the New Jersey Federation of Women's Clubs in Atlantic City. The resolution added: "We acknowledge our individual responsibility in supporting programs of fine quality and condemning those which are unfit, believing such recognition is a new duty of citizenship which will promote the best interests of radio and preserve the foundations of our democracy."

Lever Summer Shift

LEVER BROS. Co., Cambridge, Mass., on June 18 is understood to be replacing the *Big Town* program for Rinso on 61 CBS stations, Tuesdays, 8-8:30 p. m., with *Uncle Jim's Question Bee*, half-hour quiz program sponsored in 1939 on NBC-Blue by G. Washington Coffee Refining Co. The summer change appears definite, although unconfirmed by Ruthrauff & Ryan, New York, agency in charge of the Rinso account.

To Irna Phillips

. . . on her 10th Anniversary in Radio

It has been a great privilege to work with you through most of these years. As a writer and artist . . . as a business associate . . . and as a real friend . . . you're tops!

Carl Wester

GUIDING LIGHT
WOMAN IN WHITE
ROAD OF LIFE
RIGHT TO HAPPINESS
SPRINGTIME & HARVEST
TODAY'S CHILDREN

Only One Outlet For Salisbury, Md.

Peninsula Company Alone as Delmarva Asks Cancellation

LITTLE Salisbury, Md., community of 12,000 on the Eastern Shore of Maryland, will have only one broadcasting station instead of two, despite the action of the FCC last April 13 authorizing two new local outlets there to replace the 250-watt daytime WSAL which was ordered off the air as of March 31 after the Commission had found alleged irregularities in its financial background.

Applying its "survival of the fittest" theory, as expounded and upheld by the U. S. Supreme Court in the Sanders-Dubuque case [BROADCASTING, April 1], the Commission on April 13 granted two construction permits for new stations in Salisbury—one to Peninsula Broadcasting Co., 250 watts fulltime on 1500 kc., and the other to Delmarva Broadcast Co., 250 watts fulltime on 1200 kc.

Delmarva Cancels

Following negotiations between the two companies, during which it was agreed that the community could not support two stations, the Delmarva company asked the FCC for a cancellation of its CP. This was approved May 21, thus leaving Peninsula alone in the field. It is understood the Peninsula company is negotiating to purchase the studio and transmitter equipment of the old WSAL, but there is some talk that the station, to be known as WBOC, may not be put into operation until next autumn.

Peninsula's stockholders are 29 residents of Baltimore and the Eastern Shore, headed by John W. Downing, of Salisbury, a Maryland State Bank Commissioner, who holds the largest single block of stock, 350 shares or 11.11%. He is president; William F. Allen, Salisbury banker and nurseryman, vice-president; Albert W. Ward, Baltimore, secretary of the State Tax Commission, secretary; John T. Holt, Salisbury oil distributor, treasurer. Prime mover in the project, however, is Clarence W. Miles, Baltimore attorney, a director, who owns 150 shares, as does his law partner Seymour O'Brien.. Hooper S. Miles, Maryland State Treasurer, is also a director and owns 100 shares, and Virginia P. Miles owns 200 shares.

The Miles-O'Brien firm is prominently identified with the ownership of WCAO, Baltimore.

The Delmarva company was organized largely by Robert N. Rogers Jr., formerly employed by WSAL, who is the son of Naylor Rogers, onetime manager of KNX, Hollywood. Young Rogers was equal partner in the now-discarded venture with Paul E. Watson, local banker, and William H. Morton, head of the local Coca Cola Bottling Co.

BECAUSE of changes in advertising policy, Ethyl Gasoline Corp., on June 24 will discontinue the CBS program *Tune-Up Time*, featuring Tony Martin and Andre Kostelanetz' Orchestra, currently heard Mondays, 8-8:30 p.m. Although the show has had high program ratings and has been successful, the company will not resume the broadcasts in the fall, giving no reason for the change. BBDO, New York, is the agency.

TWO FUNNELS and teaspoon handles make up this "loving cup" to be awarded by John E. Surrick, sales manager of WFIL, Philadelphia, to the sales staff member leading the department during the May 20-June 15 period. Along with the trophy, the award includes an all-expense prepaid premium good for a weekend in Atlantic City. Eyeing the cup are (l to r) Benjamin A. MacDonald, Max E. Solomon, Mr. Surrick, Hal Simonds.

Plan to Abandon Daylight Time Shifts Said to Have Approval of Advertisers

ABANDONMENT of the spring-autumn schedule shifts caused by adoption of daylight time, and vice versa, apparently was approved by most advertisers during the May 13-15 closed meeting of the Association of National Advertisers.

The question was brought up in early May by W. E. Heuerman, executive of J. A. Folger & Co., Kansas City Coffee firm, who circulated a letter [BROADCASTING, May 15] among ANA members and then brought up the matter at the ANA meeting. Ben Ludy, manager of WIBW, Topeka, circulated copies of Mr. Heuerman's letter among time buyers and others.

Reactions from many sources have been obtained by Mr. Heuerman, who based his stand on the claim that daylight time confusion causes loss of audience. Among comments are:

S. C. Gale, director of advertising, General Mills, Minneapolis: "In reply to your letter of the 6th, for many years the writer argued with almost everyone he met who was interested in radio to the effect that all radio schedules should remain on standard time throughout the year."

George A. Morrell, John Morrell & Co., Ottumwa, Ia.: "In our own case, we have purposely planned our network advertising so as to stop for the summer just prior to the inception of daylight saving, because we might logically stop soon thereafter anyway, and don't like to run into the confusion that exists for a period of a few weeks. For the same reason, we are inclined to start our fall network program after daylight saving time is discontinued."

George W. Bolling, vice-president, John Blair & Company, station representative: "My contention has been that daylight saving time costs the radio industry between 5 and 10 million dollars annually in hard cold cash. Season schedules could, and should, run another five to six weeks in the spring, and start another two or three weeks earlier in the fall. The expense of moving local and spot shows twice a year is terrific. Aside from the expense involved, listener's habits must be changed twice a year in those cities not observing daylight saving."

John J. Gillin Jr., manager, WOW, Omaha: "I agree with you, daylight saving costs the radio industry not only many headaches but loss in audience appreciation. The listeners do not always receive the information in the newspapers as to the new program time, and those listeners who for some reason or other do not get the information from the station itself through the continued courtesy announcements, may not catch up with the program until a week after the change."

Barney J. Lavin, sales manager, WDAY, Fargo: "I'll be glad to talk about it among the other broadcasters, starting with our district here and then maybe carrying it further to the broadcasters convention. I believe that we could get the support of the broadcasters, and certainly many of the advertisers and agencies."

John Blair, John Blair & Company: "We have discussed the whole story with practically all of our stations and have urged that they do something about it at the time of the NAB Convention, which is to be held early in August this year. However, I do believe that a considerable amount of ground work can be done before that time. For instance, you could prevail upon other large advertisers like yourselves to start a plan, and we and the other major radio station representatives could build a strong story urging all our stations to get behind it."

Craig Lawrence, Iowa Broadcasting Co., Des Moines: "There has also been the feeling that even though radio were to keep on standard time, that those advertisers would arrange with the networks to so change the time of their programs to reach the listeners in those metropolitan centers at the same time that they had during standard time in those cities. This, of course, would defeat the purpose of staying on standard time."

W. E. Wagstaff, KDYL, Salt Lake City: "We have written several stations to get their sentiments on the subject and will pass the information we receive to you."

PROGRAM SURVEYS DISCUSSED BY ANA

METHODS of determining program popularity were discussed by A. Wells Wilbor of General Mills and A. W. Lehman, manager of the Cooperative Analysis of Broadcasting, during the media control session of the 1940 spring meeting of the Assn. of National Advertisers at the Westchester Country Club, Rye, N. Y., May 13-15.

Mr. Wilbor, a member of the governing committee of the CAB, attacked the problem from the philosophical side, distinguishing between the coverage of a station, which is based on physical factors, and the circulation of a program, which involves less tangible elements. Mr. Lehman described the four major methods of audience measurement—roster, coincidental, meter and the recall method used by the CAB, explaining the relative advantages and disadvantages of each type of survey.

At one session A. A. Schechter, NBC director of news and special events, told the convention how radio covers the European war, circumventing the hazards of censorship and of the five-hour or six-hour time differences between European capitals and New York to bring to American listeners news and comment that is fresh and interesting. Max Wylie, director of the CBS script division, and Earl McGill, a CBS producer, played a transcription of the *Columbia Workshop* production, "Curly", to illustrate recent advances in production technique, and also demonstrated the latest innovations in sound effects.

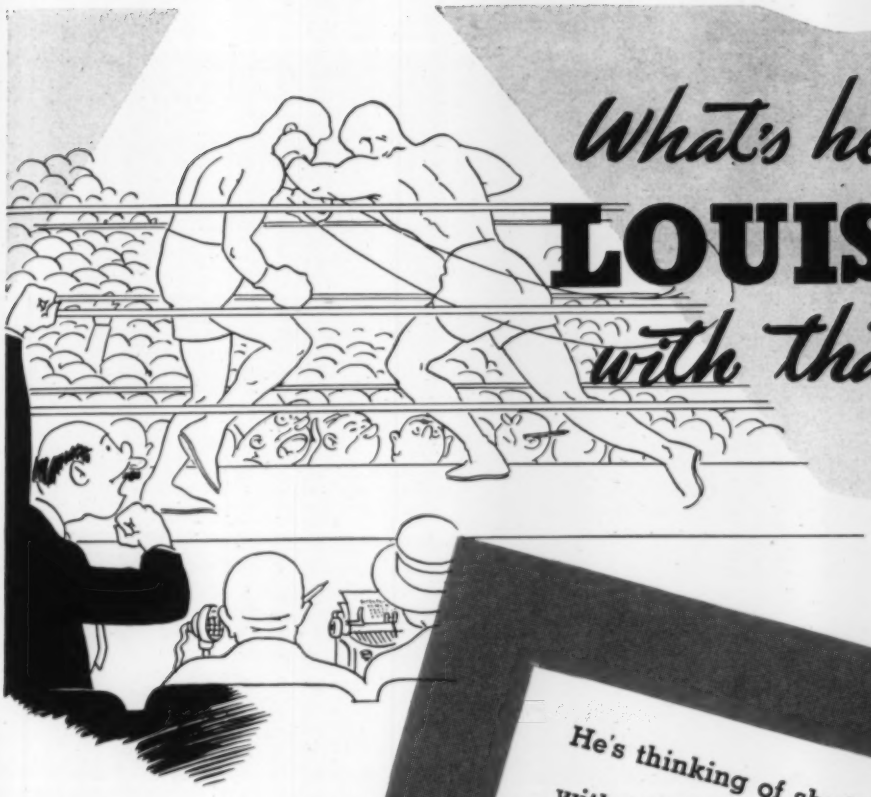
In a discussion of the consumer movement, J. P. Miller, of Pet Milk Sales Corp., described the activities of his company in giving consumers "the facts about our business that they are demanding of business generally" and told how the company's radio program of general and household news on CBS has aided in the achievement of this goal.

Radio Industry Praised For Assisting Red Cross

FROM the opening gun of the $10,000,000 American Red Cross war relief fund drive on May 10, networks and individual stations, sponsors and radio stars have "rallied magnificently" in aiding the appeal, it was stated to BROADCASTING May 24 by G. Stewart Brown, Red Cross national director of public information, and Charles Dillon, radio director of the organization.

Pointing to the special full-hour broadcast aired by the combined networks on May 26 as an example of how radio has risen to the emergency, Mr. Brown stated that more than 75 national sponsors scheduled some 130 spots for the drive on their shows. He also stated that 500 individual stations are carrying 12 one-minute recorded Red Cross announcements as well as giving time to local chapter for live spots, interviews and talks.

The May 26 show presented 20 top names in the entertainment world, along with Mrs. Eleanor Roosevelt, Red Cross Chairman Norman H. Davis, and Wayne Chatfield-Taylor, Red Cross European delegate. All talent and musician unions cooperated, with Ben Larson handling production of the show.



What's he thinking when LOUIS *tags* GODOY *with that lethal left?*

He's thinking of shuffling feet, of blows that fall with trip-hammer speed, of the bell. He's thinking of busy seconds, of brilliant arc lights, of crowds, of clamor. He's thinking championship fight!

And what's he thinking when he reads BROADCASTING? He's thinking Radio.

Small wonder everyone thinks Radio when he reads BROADCASTING. It's 100% Radio all the time . . . nothing but Radio. It blankets your prospects. It's the fast, sure, economical way to sell your story. BROADCASTING will work for you!

They're Radio-Minded when they read **BROADCASTING**

BROADCASTING
BLANKETS
TIMEBUYERS!

When you think of

NEW ORLEANS

you think of:

Creole Beauties

with flashing eyes

and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

WBBM-KFAB PLAN SET FOR HEARING

A PARLAY of station shifts whereby WBBM, Chicago, would operate fulltime on its 770 kc. channel without the necessity of synchronizing daytime with KFAB, Lincoln, was designated for hearing by the FCC May 15, after pending for about a year.

Under the CBS-proposed plan, WBT, Charlotte, which it owns along with WBBM, would install a directional antenna on its present 1080 kc. clear channel, for simultaneous operation with KFAB. KFAB would retire from 770 kc. Also designated for hearing was WJAG, Norfolk, Neb., on its application to shift from 1060 to 770 kc. with operation changed from limited time to daytime. The application of WMBI, Chicago, for modification of license to shift from 1080 kc., sharing with WCBD, Chicago, likewise was designated for hearing as amended, contingent upon the WBT and KFAB changes. WCBD has pending an application to shift frequency from 1080 to 830 kc., the latter being the channel on which KOA, Denver, is the dominant station.

The hearing is another in the series involving breaking down of clear channels. Others pending include the application of WHDH, Boston, for fulltime on KOA's 830 kc. channel and of WNYC, New York municipally-owned station, to operate fulltime on the 810 kc. channel assigned to WCCO, Minneapolis.

Two Wisconsin Students Win WLW Scholarships

TWO seniors in the Wisconsin U college of agriculture—Archie E. Stockwell and Robert W. Monk—on May 23 were announced as winners of the radio scholarships awarded annually by WLW, Cincinnati. The announcement was made by George W. Biggar, WLW program director, after the winners were selected by a committee consisting of John C. Baker, radio extension specialist of the U. S. Department of Agriculture; C. V. Gregory, associate publisher of *Wallace's Farmer* and *Iowa Homestead*, and Arthur Radkey, assistant educational director of WLW.

With competition open to seniors of land grant agricultural colleges throughout the country, colleges and universities in 22 States were represented by entrants. Immediately after graduation Messrs. Stockwell and Monk will come to Cincinnati for a six-month practical training course in developing farm radio programs, announcing, continuity writing, production and special events. The training, for which they will be paid, is under direction of Ed Mason, farm program director of WLW.

Wheaties Serial

GENERAL MILLS, Minneapolis, on June 3 will sponsor the serial program *By Kathleen Norris* on NBC-Red in the interest of Wheaties. The program was tested last summer on KYW, Philadelphia, and on Oct. 9 was placed on CBS for Bisquick. The first book by the noted author to be dramatized will be "Mystery House." Agency is Knox-Reeves, Minneapolis.

HANDSOME Jane Lee, office manager of WEEI, Boston, whose resemblance to the Duchess of Windsor has been subject of comment by local columnists, makes a hobby of collecting perfume bottles. She has hundreds of them, but her most prized possession is an ancient jade bottle with carved hieroglyphics which still retains a scent purported to have been used by Cleopatra. She is shown here holding the much-admired bottle, which she says has been stolen four times but always returned.

Long's Campaign

DEWEY LONG, general manager of WSAI, Cincinnati, on May 22 was elected to the board of governors of the Cincinnati Advertising Club for a two-year term. His election climaxed a red hot comedy campaign engineered by Dick Ruppert, WSAI promotion director, who acted as Long's campaign manager. The Ruppert approach encompassed a series of campaign letters sent to members of the organization, highlighted by a transcribed burlesque variety program written by Latham Owens simulating an actual WSAI broadcast, which was played at the election meeting.

Atlantic City Spots

STEEL PIER, Atlantic City, has retained Jack Yarmov & Co., New York public relations firm, to handle its advertising from June 1 through Labor Day, with radio figuring largely in the plans. As last year, about six stations in New York, New Jersey and Pennsylvania will be used to carry programs featuring music by the name bands playing at the Pier. Commercial programs also will originate from the Pier whenever the broadcast dates coincide with the engagements at the Pier of the bands featured on the programs.

WTBO Settles Suit

SUIT OF H. B. McNaughton, former manager of WTBO, Cumberland, Md., seeking $2,000 from the station on the basis of an alleged employment contract, has been settled by owners of the station for $300, according to Frank V. Becker, general manager. Mr. McNaughton had alleged that his contract covered four months salary and 10% of the station's net profits due him following termination of services as the station head.

THE mimeographed bulletin, *An ABC of the FCC*, has been printed in vest-pocket booklet form by the Government Printing Office. The FCC is mailing the booket free upon request.

Sloan Foundation Boosts Annual Fund Donated to Chicago U Radio Activity

THE THIRD grant of the Alfred P. Sloan Foundation to Chicago U for continuation of experiments in educational broadcasting and dissemination of economic information was announced May 17 by President Robert M. Hutchins. The Foundation's grant to the university in 1938 amounted to $35,300, in 1939 was increased to $39,690, and in 1940 to $43,310.

First step by the institution since receiving the new grant was to start publication of verbatim transcripts of its *Round Table* broadcasts. Nearly 500,000 copies of the spontaneous discussions have been requested by listeners either through single copy orders or by subscription. The *Round Table* is heard over 80 NBC-Red stations weekly.

In the near future a station relations department will be established, according to Sherman H. Dryer, radio director, which will have as its aim a closer working arrangement with all stations releasing educational broadcasts. In addition, broadcast patterns, hitherto untried, will be used as experiments.

WILLA GRAY MARTIN, author of the syndicated column "Southern Accent in New York" currently in 30 Southern newspapers, is arranging for a radio version of the column, which will probably be transcribed for local use in southern cities. Miss Martin has recently done several guest appearances on NBC's *Let's Talk It Over* series.

HOME TALENT TEST
WHO Declares Its Community Service a Success

HEADED by a former professor of public speaking and dramatics of Iowa State College, the WHO Community Service has just completed a year of producing home talent shows in Iowa communities that have proved highly successful as a service and promotion adjunct of WHO, Des Moines. Conducted on a non-profit basis, the Community Service feature is headed by Arthur MacMuray, assisted by Miss Pat Griffith. This is how it operates:

Mr. MacMurray

In 22 rural communities and small towns during the last year, talent of all types has been called in from surrounding territory for open auditions. Two or three-night stands are played by this talent in each community, the shows being sponsored by local organizations such as churches, 4-H Clubs, school groups, parent-teachers associations, etc. WHO furnishes the professional director who auditions the talent and stages the shows.

All proceeds go to the local sponsoring organization. WHO does not even ask for a guaranteed fee, nor does it share the profits in any way. Net profits after the extremely low production costs go to the sponsoring organization. WHO wins goodwill, and occasionally discovers talent.

Local newspapers invariably are generous with publicity, and WHO gets its share. During the last year, WHO Community Service directors have auditioned approximately 9,000 persons for these home talent shows, about half qualifying to appear. The audiences in the little towns, including several in border Wisconsin and Minnesota regions, have exceeded more than 31,000—and more than $4,000 has been turned over to the sponsoring organizations.

Serial Record

WFIL, Philadelphia, saluted Jimmy Scribner as all-event radio champion in mid-May after he had established several records in the WFIL studios by ad libbing 25 quarter-hour episodes of his one-man *Johnson Family* serial in 6½ hours. The episodes were transcribed for use during Scribner's five-week vacation. Vital statistics on the unprecedented performance include: 22 individual characters and sound effects handled by Scribner alone; all 25 episodes were ad libbed, Scribner walking into WFIL with only a bare story idea in mind and pausing between episodes only long enough to clear his throat; the whole job was done in 6½ hours divided over on two days—9 episodes in 2 hours, 10 minutes May 13 and the remaining 16 episodes in 4 hours, 20 minutes the next day.

City of Camden Seeking A Buyer for Its WCAM

THAT the City of Camden, N. J. has again placed its municipally-owned station, WCAM, on the market for sale, is reported from Philadelphia. Mayor Brunner is said to be ready to entertain bids but to have stipulated that the city wants at least $35,000 for the station, a 500-watt outlet which shares time on the 1280 kc. channel with WTNJ, Trenton, and WCAP, Asbury Park.

A possible purchaser is seen in David Stern, publisher of the *Camden Courier-Post* and *Philadelphia Record*, who recently applied to the FCC for authority to purchase the 100-watt part-time station WHAT in Philadelphia [BROADCASTING, March 1] from Bonwit-Teller & Co., which last year had bought that station from the *Philadelphia Public Ledger*.

WCAM is operated by the city but its available time is leased to Mack Radio Sales Co. for a purported $20,000 a year. That company resells the time for sponsorship. The net returns to the city, however, are reputed to be very slight.

MANFRED B. LEE and Frederic Dannay, writers of the *Adventures of Ellery Queen* programs on CBS, on May 10 filed suit in New York Supreme Court against Walter L. Rosemont, seeking to break their contract with him as agent receiving 10% of the net received from CBS for the programs. Plaintiffs also seek the return of $702 in commissions. The defendant on May 13 filed a general denial and a counterclaim of $20,000 for commissions, which he alleges have not been paid him since March 29.

WABC
NEW YORK
50,000 WATTS
CBS

New York's best known and best liked radio station. Proved by five basic studies—four different research techniques—over seven years.

For more information about WABC, one of the sixteen CBS 50,000 watt stations, inquire of Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N.C., San Francisco, Los Angeles

Key Station of the COLUMBIA BROADCASTING SYSTEM

PICK YOUR NEAREST STATION

HEAR A DOZEN WORLD SHOWS TODAY

MEMBER STATIONS
— WORLD PROGRAM SERVICE —

Advertisers planning spot campaigns will do well to consider the influence and popularity of World Program Service stations. Enjoying exclusive local rights to the greatest repertory of music ever recorded for radio, these stations build programs in endless variety for national, regional or local advertisers.

ALABAMA
WHMA . . . Anniston
WMSL . . . Decatur
WMOB . . . Mobile
WJRD . . . Tuscaloosa

ARIZONA
KOY . . . . Phoenix
KTUC . . . . Tucson

ARKANSAS
KELD . . . El Dorado
KARK . . . Little Rock
KUOA . . Siloam Springs

CALIFORNIA
KPMC . . . Bakersfield
KIEM . . . Eureka
KGER . . . Long Beach
KHJ . . . Los Angeles
KLX . . . Oakland
KGB . . . San Diego
KFRC . . San Francisco
KDB . . Santa Barbara
KSRO . . . Santa Rosa
KGDM . . . Stockton
KHUB . . . Watsonville

COLORADO
KFEL . . . . Denver
KFXJ . Grand Junction
KGHF . . . . Pueblo

CONNECTICUT
WTIC . . . Hartford
WELI . . . New Haven

DIST. OF COLUMBIA
WJSV . . Washington

FLORIDA
WRUF . . . Gainesville
WQAM . . . . Miami
WDBO . . . Orlando
WDLP . . Panama City
WTSP . . St. Petersburg
WSPB . . . . Sarasota
WJNO . West Palm Beach

GEORGIA
WGPC . . . . Albany
WATL . . . . Atlanta
WRDW . . . Augusta
WMOG . . . Brunswick
WRBL . . . Columbus
WMAZ . . . . Macon
WTOC . . . Savannah
WAYX . . . Waycross

IDAHO
KIDO . . . . Boise
KRLC . . . Lewiston

ILLINOIS
WGN . . . . Chicago
WDAN . . . . Danville
WSOY . . . . Decatur
WTAD . . . . Quincy
WCBS . . . Springfield

INDIANA
WTRC . . . . Elkhart
WGBF-WEOA . Evansville
WIRE . . Indianapolis
WLBC . . . . Muncie

IOWA
WMT . . Cedar Rapids
WOC . . . Davenport
KMA . . Shenandoah

KANSAS
KFBI . . . . Wichita

KENTUCKY
WHOP . . Hopkinsville
WLAP . . . Lexington
WPAD . . . Paducah

LOUISIANA
WJBO . . Baton Rouge
KWKH . . . Shreveport

MAINE
WLBZ . . . . Bangor

MARYLAND
WBAL . . . Baltimore
WTBO . . Cumberland
WFMD . . . Frederick

MASSACHUSETTS
WEEI . . . . Boston
WCOP . . . . Boston
WHAI . . . Greenfield
WTAG . . . Worcester

MICHIGAN
WHDF . . . . Calumet
WJR . . . . Detroit
WDMJ . . . Marquette

MINNESOTA
KATE . . . Albert Lea
KVOX . . . Moorhead
KROC . . . Rochester
KSTP St. Paul-Minneapolis

MISSISSIPPI
WAML . . . . Laurel
WSKB . . . McComb
WQBC . . . Vicksburg

MISSOURI
KWOS . . Jefferson City
KMBC . . . Kansas City
KWOC . . Poplar Bluff
KWK . . . St. Louis

MONTANA
KGCX . . . Wolf Point

NEBRASKA
KFAB-KFOR . . . Lincoln
KOIL . . . . Omaha

NEVADA
KOH . . . . . Reno

NEW MEXICO
KGGM . . Albuquerque
KICA . . . . Clovis
KVSF . . . Santa Fe

NEW YORK
WGR-WKBW . . Buffalo
WESG . . . . Elmira
WKNY . . . Kingston
WOR . . New York City (Newark)
WINS . . New York City
WQXR . . New York City
WHDL . . . Olean
WHAM . . . Rochester
WFBL . . . Syracuse
WTRY . . . . Troy
WFAS . . White Plains

NORTH CAROLINA
WWNC . . . Asheville
WCNC . . Elizabeth City
WBIG . . . Greensboro
WEED . . Rocky Mount
WAIR . . Winston-Salem

NORTH DAKOTA
KDLR . . . Devils Lake
KRMC . . . Jamestown
KLPM . . . . Minot

OHIO
WJW . . . . Akron
WHBC . . . . Canton
WSAI . . . Cincinnati
WGAR . . . Cleveland
WBNS . . . Columbus
W8XVH . (FM) Columbus
WKBN . . Youngstown

OKLAHOMA
KCRC . . . . . Enid
KBIX . . . Muskogee
KOMA . Oklahoma City
KVOO . . . . Tulsa

OREGON
KUIN . . . Grants Pass
KFJI . . Klamath Falls
KOIN . . . Portland

PENNSYLVANIA
WCBA-WSAN . Allentown
WFBG . . . . Altoona
WLEU . . . . . Erie
WKBO . . . Harrisburg
WCAU . . Philadelphia
WIP . . Philadelphia
WCAE . . Pittsburgh
WRAK . . Williamsport

RHODE ISLAND
WJAR . . . Providence

SOUTH CAROLINA
WAIM . . . Anderson
WCSC . . . Charleston
WFIG . . . . Sumter

TENNESSEE
WOPI . . . . Bristol
WDOD . . Chattanooga
WTJS . . . . Jackson
WREC . . . Memphis
WLAC . . . Nashville

TEXAS
KGNC . . . Amarillo
KRIC . . . Beaumont
KGKO . Dallas-Ft. Worth
WBAP . Dallas-Ft. Worth
KTRH . . . Houston
KPDN . . . . Pampa
KPAC . . Port Arthur
KTSA . . San Antonio

UTAH
KEUB . . . . Price
KDYL . . Salt Lake City

VIRGINIA
WSVA . . Harrisonburg
WRVA . . . Richmond
WDBJ . . . Roanoke

WASHINGTON
KXRO . . . Aberdeen
KIRO . . . Seattle
KUJ . . . Walla Walla
KPQ . . . Wenatchee

WEST VIRGINIA
WHIS . . . Bluefield
WCHS . . . Charleston
WBLK . . . Clarksburg
WPAR . . Parkersburg

WISCONSIN
WHBY . . . Appleton
WEAU . . . Eau Claire
WTAQ . . . Green Bay
WRBH . . . La Crosse
WIBA . . . . Madison
WISN . . . Milwaukee
W9XAO . (FM) Milwaukee
WSAU . . . . Wausau

HAWAII
KHBC . . . . Hilo
KGMB . . . Honolulu

CANADA

ALBERTA
CFAC . . . . Calgary
CJCA . . . Edmonton

BRITISH COLUMBIA
CKWX . . . Vancouver

MANITOBA
CFAR . . . Flin Flon
CJRC . . . Winnipeg

NEW BRUNSWICK
CKCW . . . Moncton
CHSJ . . . Saint John

ONTARIO
CKPC . . . Brantford
CKCA . . . . Kenora
CBO . . . . Ottawa
CFOS . . Owen Sound
CKSO . . . Sudbury
CKCL . . . . Toronto
CKLW . . . . Windsor

QUEBEC
CKAC . . . Montreal
CKCV . . . . Quebec
CHLN . . Three Rivers

SASKATCHEWAN
CKBI . . Prince Albert
CJRM . . . . Regina
CJGX . . . . Yorkton

FOREIGN

AUSTRALIA
5 DN . . . Adelaide
4 BC . . . Brisbane
3 KZ . . . Melbourne
2 GB . . . . Sydney

NEW ZEALAND
1 ZB . . . Auckland
2 ZB . . . Wellington
3 ZB . . Christchurch
4 ZB . . . . Dunedin

MEXICO
XEW . . . Mexico City

SOUTH AFRICA
South African Broadcasting Corp.
Cape Town
Durban
Grahamstown
Johannesburg

VENEZUELA
YV5RA-YV5RN . Caracas

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WORLD BROADCA

STUDIOS AT NEW YORK, CHICAGO, HOLLYWOOD • BR

It's a fact—you can walk into any World Program Service station listed on this page and hear smart, up-to-the-minute World programs in wide variety. What a service to an advertising man in search of a radio program or a radio idea!

THIS gives you an inkling of the scope of World's activities in the radio field. No phase of an advertiser's radio problem is strange to World. Long known as "Transcription Headquarters," World has served advertising men every step of the way, from idea to broadcast.

What are you looking for? A ready-made program to be broadcast on *one* station? We've built it and you can hear it today at any World station. . . . Do you want a tailor-made program? We'll build it to your order or supply the idea just as we have for dozens of the largest and smallest advertisers. . . . Do you want a test campaign to prove a theory or bolster a market? We have auditions of a number of excellent ideas recorded and ready for your ear.

For remember—this is "Transcription Headquarters" and that means "Idea Headquarters" as well.

No need to cite our successful clients . . . they read like a "Who's Who of business." No need to explain quality . . . World enjoys the preference of leading radio stations 9-to-1. But we *do* need to get over to you as an advertising man *what you are missing in valuable creative help* if you are not already using World facilities. Let us serve you.

CASTING SYSTEM

• BRANCHES AT SAN FRANCISCO AND WASHINGTON

BROADCASTING and Broadcast Advertising

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OUR PLATFORM

Keep American radio free as the press.

Maintain a system of free, competitive broadcasting, rendering public service without undue restraint.

Build programs to provide the greatest good for the greatest number.

Avoid political partisanship on the air.

Install radios in every home, classroom, office, automobile, passenger train and airplane.

Keep pace with technical developments and foster their commercial applications.

If War Comes

IT'S TIME to get dead serious about this war situation as it may affect radio. A grave responsibility rests upon the shoulders of all broadcasters. Radio's tremendous impact as a moulder of public opinion, inherent in the medium itself, places this burden upon the men who operate the nation's 800-odd stations.

The problem is not that of coping with purported prearranged plans of the Government to take over or silence radio if we become involved, as heralded in recent scarehead reports. Those who spread such dangerous gossip simply have not checked the facts. All current plans contemplate civilian control of commercial radio under the "business as usual" formula.

Radio's responsibility is to guard zealously its established position as an unbiased, efficient and responsible purveyor of intelligence. It must work in close harmony with the program for national preparedness. Its executives must keep a cool head and a clear eye. Its responsibility is that of maintaining the morale of the nation by keeping the public adequately informed and properly entertained.

American involvement does not appear imminent. But preparations obviously must envision that horrifying eventuality. We have heard too much of blitzkrieg warfare to brush it all aside with, "It can't happen here". We have seen an economy-bent Congress, which previously had told a "spendthrift" Administration that it would not appropriate for national defense, vote almost to a man for the biggest defense budget in history. Informed public opinion was responsible.

We believe it behooves the broadcasting industry, perhaps through the NAB, to evolve a definite program of cooperation with the Government. It should consult with the proper Federal authorities and draft an integrated plan which would fit into the defense pattern. Broadcasting, as an industry, is prepared technically; it simply needs to fit its operations into the general national scheme. Enrollment of qualified broadcasters in the military reserves also seems desirable.

One other thought occurs. "Fifth column" treachery abroad has stunned what is left of the neutral world. There have been more than mere indications of such activity, Fascist and Communist, in this country. The technique of the modern invader, we have learned in this brutal era of mechanized and parachute-troop warfare, is first to grab all lines of communications, particularly all broadcasting outlets. The captured transmitters then blare forth the conquerer's propaganda. Radio is the nerve-center in modern warfare.

Charges by the Dies Committee that the American Communications Assn., CIO union, is alleged to have some 150 Communist radio operators on American ships, poses another problem for broadcasters. Are there also subversive elements in our industry? We believe not, but in these tense days every employer would do well to reassure himself by rechecking the antecedents, affiliations and outlooks of all key or responsible employes.

If war comes here, present plans contemplate civil control of broadcasting as we report elsewhere in this issue. The first few days or weeks will necessarily dictate the future. Radio has but to orient itself to the new tempo to assure minimum disturbance.

FM Challenge

AGAIN radio history is in the making. Commercial FM has been created by FCC edict as a new dimension in broadcasting. Caught in the riptide of conflict between FM and television, as to which should have the right of way, the FCC has given first nod to expansion of an existing service rather than to the development of the new art of sight combined with sound. The FCC feels it has accommodated both developments in its revised allocations.

Proponents of television do not share this view. They feel that, by assigning tried and tested Television Channel No. 1 to FM, the FCC again has obstructed the advancement of their art. But they aren't very vocal about it. We have even heard it stated that the effect may be to force television into mothballs, particularly in these uncertain days. The more pessimistic regard the video medium as jinxed.

Only time can yield the answer. Proponents of FM see in it a boon to public and industry. Some opponents feel broadcasters are committing hari-kari, by introducing a type of competition that will lower the industry level. Both positions seem extreme. The responsibility for FM development now rests with those broadcasters who have so ardently and confidently espoused the new art. It is logical to assume that when the shakedown period is over, all but a few FM licensees will be standard broadcasters of today. This is indicated in the pending FM applications, now dismissed without prejudice, to be refiled under the forthcoming new rules. Of the nearly 150 applicants only a handful were non-broadcasters.

The real test of FM will be public acceptance. Will the public buy high-fidelity for the sake of better reception alone? That is doubtful. But if FM provides the proverbial better mousetrap, with programs equalling or eclipsing present high standards, plus the static-free inducement, it should attract plenty of combination receiver purchasers. Henceforth it's a merchandising-programming job. And FM is certainly worth the gambler's chance for every present-day broadcast licensee.

Bingo Basis?

DANGER still lurks in prize contest programs, despite the refusal of the Department of Justice in seven cases [BROADCASTING, May 15] to prosecute under the anti-lottery laws. Broadcasters should not lull themselves into a feeling of absolute security simply because the Government hasn't *yet* seen fit to take action.

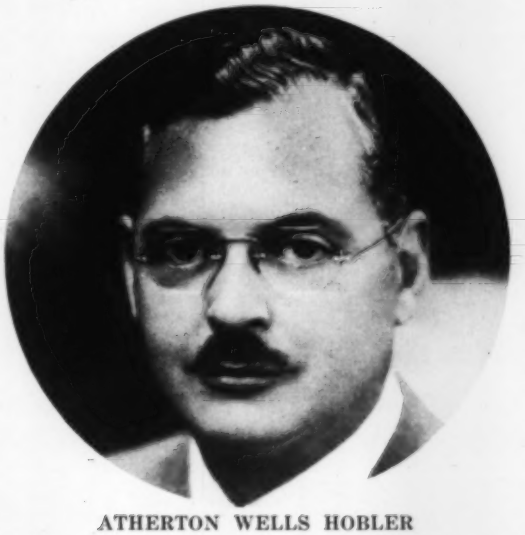
In our last issue we reported exclusively that the Attorney General's office had returned to the FCC five additional cases referred for possible prosecution. These followed closely the action in the celebrated *Pot o' Gold* case in which the Department took a similar view. The most that can be said at this writing is that the Attorney General's staff, as counsel for the Government, concluded it could not convince a jury of 12 good men and true that such programs, with the particular facts involved, constituted violations of the law.

This does not mean that the Department is convinced that such programs are not actual technical violations or that they are not at least borderline. It may well be that the Department is awaiting a case in which the facts are such that it feels it can win. As far as we are aware, the FCC has not decided to desist from referring additional cases to the Attorney General.

Our point now is precisely what it was before the FCC referred the first of the prize contests to the Department—that for the most part they do not constitute *good radio*. In a diversified program schedule, one or two may not be seriously objectionable if kept within bounds. But to let them run rampant over networks and stations will tend to cheapen the medium. Radio does not have to work on a bingo basis, artificially to attract audience. It does not have to emulate the double-feature technique of the movies, or resort to Bank Nights.

Ultimately, it is our guess, there will be an actual adjudication of prize contests under the lottery laws. And it's a sure bet that the Government will pick a case with which it can win hands down. Rather than await that event, broadcasters should scrutinize closely all such program propositions. When in doubt about their propriety, our suggestion is: "Don't".

We Pay Our Respects To —



ATHERTON WELLS HOBLER

"AN ADVERTISING man's advertising man" is the way they describe Atherton Wells Hobler, president of Benton & Bowles. Testifying to the accuracy of that description, his fellow advertising agency executives a few days ago elected him to the post of chairman of the board of the American Assn. of Advertising Agencies for the coming year.

While primarily concerned with the broad advertising plans and policies of his agency's clients, Mr. Hobler at the same time has a thorough understanding of the detailed operations necessary to carry these plans through to completion, knowledge gained through nearly 30 years in the advertising profession. When radio first appeared on the advertising horizon, for example, he was among the first to appreciate its potentialities for reaching the mass market, and today Benton & Bowles has 14 network campaigns and several spot campaigns on the air, creating and producing a total of 53 programs each week.

Atherton Hobler was born in Chicago, on Sept. 2, 1890, and moved four years later to Batavia. He grew up in this small community on the outskirts of Chicago's suburban area, attending the Batavia schools and later the University of Illinois. From the age of 11 until his senior year in college, he spent his summers at various jobs in the plant of the Appleton Mfg. Co., maker of silo fillers, corn shellers and similar agricultural equipment.

Immediately following his graduation in 1911, young Hobler started his advertising career in the employ of the Gardner Adv. Co. of St. Louis, but a year later he returned to Batavia and to the Appleton Co. For the ensuing five years he progressed from auditor, collection manager and credit manager to assistant sales manager and then to sales and advertising manager. From this experience he gained a first-hand knowledge of merchandising and sales as well as of advertising that has proved of great value in his later years in agency work.

In 1917 he rejoined the Gardner agency as contact man on the Ralston breakfast food and Purina Feeds accounts. But America's entry into the first World War soon removed Hobler from the field of advertising to the field artillery and he spent the year of 1918 in the officers' training school at Camp Zachary Taylor, Louisville. Following the armistice he again returned to Gardner, where he was soon made a vice-president. He stayed there for more than six years before moving to New York as vice-president and partner of Erwin, Wasey & Co., where he immediately began his association with the advertising of Post Toasties and Post Bran Flakes.

In 1932, Mr. Hobler left Erwin, Wasey to become a partner in Benton & Bowles, whose business has been built around a nucleus of General Foods advertising. In 1934 he became president of the agency.

Illustrative of Mr. Hobler's consistent policy of attempting to keep at least one jump ahead of the rest of the advertising industry was his early interest in radio at a time when it was generally believed to be a short-lived novelty. Later, as this new medium for advertising began to grow up, he was jointly responsible for the successful creation of the *Maxwell House Show Boat*, radio's first big "idea" show. The Camel program starring Morton Downey and Tony Wons—remember Tony's whispered "Are you listenin'?"—was another early program to bear the Hobler imprint, as were the *Palmolive Beauty Box* series and *Town Hall Tonight*.

To become even more familiar with radio techniques than his many activities as agency president would normally permit, in the summer of 1934 Mr. Hobler took a "vacation" from his usual routine and became an ex-officio member of the Benton & Bowles radio department, directing the production of *Show Boat, Palmolive Beauty Box Theatre*, and the *Fred Allen* program (which became known as *Town Hall Tonight* late in the summer) and generally entering into all the varied activities of the radio staff. Although Hobler refuses to take any credit, it is a fact that the three shows he directed rose to first, third and fourth in the Crossley survey. This summer course in radio increased his conviction as to the value of advertising on the air, which is doubtless to a large degree responsible for the fact that an estimated 40% of the advertising appropriations handled by Benton & Bowles go into radio.

Of course, Mr. Hobler does not normally concern himself with the details of radio production, but he does play a large part in the formation of radio policies and, together with Chester Bowles, passes on all program plans before they are put into operation.

Atherton Hobler in 1914 married Ruth Charles Windsor, and the family now includes three sons and a daughter. Edward, the eldest, was president of the 1939 senior class at Princeton and was voted outstanding man in the group. Wells, the second son, is a junior at Princeton; Virginia is a sophomore at Smith College, and Herbert is a sixth former at the Hill School. The Hoblers live on a farm of 135 acres near Stamford, Conn., where they raise a wide variety of produce and specialize in breeding prize-winning Guernseys.

Personal NOTES

MYRON FOX, sales and program director of KDYL, Salt Lake City, in mid-May was promoted to the rank of captain in the 413th Infantry Reserve at headquarters of the Third Military Area in Salt Lake City. Capt. Fox on May 15 took first place in the novice five-gaited class at the annual Utah Horse Show with his five-year-old gelding, Chico Prince. It was his first show appearance. He also took second place in the open-gaited class on Lady Angelo.

LAURENS HAMMOND, president of Hammond Instrument Co., Chicago, on May 15 was awarded the John Price Wetherill medal by the Franklin Institute, Philadelphia, "in consideration of the inventive skill displayed in the development of the Hammond organ".

WILLIAM S. POTE, commercial manager of WMEX, Boston, has been voted sergeant of infantry by members of the Ancient and Honorable Artillery Company, 350-year-old military organization founded in England. In his new post Mr. Pote will play an important part in the annual spring maneuvers of the company in June. His brother, Alfred J. Pote, general manager of WMEX, also is a member of the company.

FRANKLIN DUNHAM, NBC director of education and religious programs, on May 24 gave the feature address on "Radio in the Life of the People" at the 50th anniversary celebration of Marywood College, Scranton, Pa.

HORACE STOVIN, supervisor of station relations for Canadian Broadcasting Corp., Toronto, visited Al Nelson, general manager of KPO-KGO, San Francisco, in late May. He is on a combination vacation and contact tour of the United States.

F. KING MITCHELL, KMO, Tacoma, account executive, and Nona M. Hayes of Longview, Wash., were to be married June 1.

JACK HESS, formerly national advertising and publicity director of Paramount-Publix, has joined Music Corp. of America, Chicago, as advertising and promotion manager. He succeeds William Green, resigned.

ALFRED J. McCOSKER, chairman of the board of MBS and president of WOR, Newark, was elected to the board of directors of the Advertising Club of New York at its recent annual election. G. Lynn Sumner, president of the G. Lynn Sumner Co., was re-elected president of the club, and Lee Eastman, president of Packard Motor Co., was re-elected vice-president.

BEN F. HOVEL, formerly commercial manager of WOC, Davenport, Ia., on June 1 becomes manager of WSAU, Wausau, Wis. L. O. Fitzgibbon, formerly on the sales staff of the Iowa Network, KFAB, Lincoln, KOIL and WOW, Omaha, replaces Mr. Hovel at WOC.

JOSEPH POSKA, graduate of Kaunas University of Lithuania, and publisher of *Jaunimas*, Chicago bi-weekly Lithuanian newspaper, has joined the copy department of Saltimieras Radio Advertisers, foreign language production firm. Joseph Warput, new to radio, has joined the musical staff of the same organization in Chicago.

BURRIDGE D. BUTLER, owner of KOY, Phoenix, and WLS, Chicago, has closed his Arizona winter home after several months and has returned to Chicago for the summer.

LOUIS BUSH, new to radio, has joined the sales staff of WCBS, Springfield, Ill.

V. HAMILTON-WEIR, vice-president and general manager of WLEU, Erie, Pa., recently was elected president of the Erie Advertising Club, marking the first time a radio man has served as president of the organization.

DAVID SARNOFF, president of RCA, recently was elected president of the Economic Club of New York, succeeding Wendell L. Wilkie. Mr. Sarnoff had served two terms as first vice-president.

JACK WHITNEY, formerly manager of KADA, Ada, Okla., on May 15 became manager of KOME, Tulsa.

JERRY SILL, in charge of station promotion for CBS in New York, on May 16 became the father of an 8½-pound boy.

JACK COWDEN, sales promotion director of KSFO, San Francisco, is soon to marry Miss Frances O'Keefe, of Boston.

J. R. McKINLEY, salesman of WBLK, Clarksburg, W. Va., resigned recently to join the sales staff of WFDF, Flint, Mich. Miss Princine Merendino has joined WBLK as commercial representative, and Arnold Silvert has joined the WBLK announcing staff.

CHARLES MICHELSON, manager of his own transcription library, New York, on May 26 married Vivian Worth.

CECIL K. CARMICHAEL, assistant to James D. Shouse, general manager of WLW, Cincinnati, on June 1 is to deliver an address on "Need for Press and Radio Cooperation" at the annual luncheon of the Society of American Penwomen in Cincinnati.

FRED ALLEN, sales manager of KLZ, Denver, has been reelected secretary of the Denver Assn. of Manufacturers Representatives.

BURTON LAMBERT, MBS salesman in New York, is the father of a girl born May 13.

ALEXANDER W. DANNENBAUM, president of WDAS, Philadelphia, returned to his desk May 23 following two weeks in the hospital after a fall from his horse.

ARTHUR SIMON, general manager of WPEN, Philadelphia, on May 23 sailed for Havana for a 10-day vacation.

PAUL ELLIOT has joined the sales staff of KSO-KRNT, Des Moines, succeeding Leo Fitzgibbons, recently named commercial manager of WOC, Davenport.

BEHIND the MIKE

ARTHUR WHITESIDE, manager of the Newark studios of WOR, has been appointed assistant production manager of the station, replacing Frank Knight, who returns to the WOR announcing staff at his own request. Tom Slater of the announcing staff of WOR, succeeds Whiteside, and George Hogan, formerly of WCAU, Philadelphia, and CBS in New York, joins the station's announcing staff.

JOE TOBIN, formerly of WOR, Newark, and John Williams, of WFEA, Manchester, N. H., have joined the announcing staff of WESX, Salem, Mass. Tobin succeeds Charlie Higgins, former chief announcer, who left WESX to become program director of the new WOCB at Barnstable, Mass.

BOB CARTER, conductor of the morning *Rise & Whine* program on WMCA, New York, has collected philosophic items sent him by listeners as well as original poetry and prose for a book *Little Things That Linger*, [Orlin Tremaine Co., New York, $1].

RICHARD PACK, formerly director of publicity of WNYC, New York municipal station, on May 28 joined the press department of WOR, Newark. He succeeds Dick Dorrance, who has resigned to establish his own New York office as director of promotion for FM Broadcasters Inc.

PAUL VINCENT, formerly on the announcing staff, has been named production manager of WMBG, Richmond, Va., succeeding T. Spencer Meyer. Felix Boswell has filled the vacancy on the announcing staff.

GEORGE J. VOLGER of the NBC Hollywood setup department, has been promoted to announcer. He married Thelma Marie Henderson at Muscatine, Ida., May 4.

GERRY LANSING, announcer of the new WTRY, Troy, N. Y., recently married Annabelle Pettibone. Cecil T. Walker, formerly of WOKO, Albany, and WSYR, Syracuse, has joined the WTRY announcing staff.

ROBERT NEVILLE, foreign news editor of *PM*, forthcoming New York newspaper, on May 21 started weekly quarter-hour news programs on WNEW, New York.

RALPH EDWARDS, conductor of the Procter & Gamble Co.'s *Truth & Consequences* program on CBS, is writing a book titled after the program.

MARGARET SANGSTER, script writer, has signed an exclusive daytime script contract with Benton & Bowles, New York, and is currently writing the *Ellen Randolph* serial, sponsored by Colgate-Palmolive-Peet Co. for Supersuds on CBS.

JOHN E. REILLY, program director of WMEX, Boston, on May 23 was m.c. at the world premiere of the motion picture of Thornton Wilder's Pulitzer prize-winning play, "Our Town". From the stage of Loew's State Theatre in Boston Mr. Reilly interviewed the author, the principals of the picture, and presented six Governors of New England States.

AL DAVIS, announcer of KGVO, Missoula, Mont., on June 7 will receive his law degree from Montana State U. He has not yet announced whether he will remain in radio or practice law.

ALAN HALE, sports and newscaster of WISN, Milwaukee, formerly a G-man and formerly with the CBS Chicago staff, and Mrs. Hale on May 17 became the parents of a 7-lb. girl, their first child. She has been named Valerie.

Gross Fear

GROWING possibility that a radio man may be the next Governor of Iowa is indicated by the reported fear on the part of the State Republican organization that the radio voice of H. R. Gross, former head of the news bureau of WHO, Des Moines, may attract sufficient votes to provide a stiff race for the Republican nomination for Governor in the Iowa primaries to be held June 3 [BROADCASTING, April 15]. The Republican organization, supporting incumbent Gov. George A. Wilson, has pointed to the possibility of Gross's radio campaigning attracting the vote of thousands of Iowans who normally do not bother to participate in primary elections. Announcing his candidacy via radio early in April, Mr. Gross told listeners 10,000 signatures would be needed in a hurry for nomination papers. Long distance calls plugged the station's switchboard, telegrams poured in, and next morning his desk was piled high with mail. Instead of 10,000 signatures, he received nearly 60,000 over night.

LARRY THOMAS, formerly announcer of WIBG, Glenside, Pa., has joined the news staff of WDAS, Philadelphia. Gene Edwards, of the WDAS production staff, will devote full time to the station's news bureau.

HENRY C. WHITEHEAD, program director of WTAR, Norfolk, Va., and conductor of the Norfolk Symphony June is to marry Charlton Leitch Pat-Orchestra, in June is to marry Charlton Leitch Patrick, of the *Norfolk Ledger-Dispatch*.

TED MYERS, KFAC, Los Angeles, news commentator, has resigned to join KFI-KECA, that city, as announcer. Hal Scher, recent addition to the KFAC announcing staff, has resigned to join the radio division of the Golden Gate Exposition, San Francisco. His KFAC successor is Don Otis, who rejoined the station after a two-month absence.

JOHN GORDON, formerly radio publicity director and program director of Ruthrauff & Ryan, New York, and Edwin Levin of the advertising and publicity department of the Balaban & Katz circuit of motion picture theatres in Chicago, have joined the staff of Tom Fizdale, New York, public relations.

TONY KAY, formerly news editor of WMCA, New York, has joined the news department of WNEW, New York.

ASHMEAD SCOTT, Hollywood writer-producer of the CBS *Blondie* program, sponsored by R. J. Reynolds Tobacco Co. (Camels), and Myrtle (Tig) Turner, actress featured in the series, were married May 20 at Ensenada, Mex.

THOMAS PELUSO, Hollywood musical director of the weekly NBC *Streamlined Operas* sponsored by Union Oil Co., has been signed as musical director of Techniprocess, producing short subject films for the coin machines.

JACK ZEIGEN, formerly of WIBM, Jackson, Mich., and WTOL, Toledo, has rejoined the announcing staff of WING, Dayton, O.

NEIL McINTYRE, formerly of KHSL, Chico, Cal., has joined the KQW, San Jose, Cal., announcing staff.

Meet the LADIES

EDITH TODESCA

EVERY 30 seconds Edith Todesca, production manager of KNX, Hollywood, as well as CBS Pacific network, answers the phone, besides compiling operations sheets, catering to clients, looking after transcontinental and regional shows, etc. As a sideline she serves as mother confessor to the staff and smooths over troubles when they arise. After her course at Simmons College she became a CPA but soon deserted data for radio, entering the commercial department of New England Broadcasting System. Moving to California, she joined KNX as secretary to the program director, soon advancing to her present post.

NORMAN JAY, formerly publisher of *Radio Press*, Philadelphia fan magazine, after stepping in on short notice as a pinch-hitter for Alan Scott on the Yellow Cab Co. broadcasts on WCAU, Philadelphia, has been permanently assigned to the spot. The cab company is owned by Dr. Leon Levy, and his brother Isaac D. Levy, chief owners of WCAU.

BILL MORROW and Ed Beloin, Hollywood writers on the NBC *Jack Benny Show*, sponsored by General Foods Corp. (Jell-O), have reported to Paramount Studios to prepare the screen play, "Love Thy Neighbor," which will feature Fred Allen and Benny. They also worked on the screen script of "Buck Benny Rides Again", produced by Paramount.

LORNE GREENE, chief news announcer of the Canadian Broadcasting Corp., has just completed his second assignment in Ottawa as narrator for the Government's wartime film board with work on the film "Atlantic Patrol".

JAY SIMMS, formerly of KFWB, Hollywood, and WBBM, Chicago, has joined the news announcing staff of WOR, Newark, succeeding Arthur Hale. Hale, who has covered the 11 p.m. Transradio news for the last five years, asked to be relieved of this assignment to devote full time to his thrice-weekly *Confidentially Yours* programs, sponsored on MBS by Richfield Oil Corp.

PAUL GODT, formerly program director of WTMV, East St. Louis, Ill., has joined KARK, Little Rock, Ark., as production director.

HARRY BRIGHT has joined WGBR, Goldsboro, N. C., as continuity editor, succeeding Margaret Early, who has joined WPTF, Raleigh, as women's editor.

WILLIAM H. SNOW, formerly of WGNY, Newburgh, N. Y., and Thomas Severin, of the NBC New York guest relations staff, have joined the announcing staff of WSGN, Birmingham. Both are graduates of the NBC announcers' school conducted by Dan Russell. Bill Terry, WSGN sports announcer, is recovering from an appendectomy.

MICHAEL HINN, newscaster of WLW, Cincinnati, early in May married Helen Diller, singing star of *Boone County Jamboree* and other programs on the station.

CHARLES BELFI, program manager of KGNC, Amarillo, Tex., has been named publicity director of the newly organized Amarillo Safety Council.

RALPH LANGLEY, of the continuity staff of KTSA, San Antonio, has been named Boy Scout commissioner of more than 20 Scout troops in the San Antonio area.

DAN McCULLOUGH, formerly an NBC page boy, has joined the announcing staff of WOR, Newark.

MARK RICHELSON, radio relations counsel formerly operating his own office, has joined Ned Stevenson & Associates, to form an expanded agency specializing in public relations via broadcasting, motion pictures and press. The radio division of the firm has started a radio news syndicate rewriting releases for clients in broadcasting language for placement with radio stations. General program production also is included in the firm's activities. Offices are in the International Bldg., Rockefeller Center, New York.

DON DOWD, announcer of NBC-Chicago, is to marry Betty Brown, actress and model, in the fall.

JOHN W. McCORMICK, of the publicity department, and Glen Parker, announcer of WHO, Des Moines, are both fathers of boys born recently.

LORNA LANE, organist, has joined the music staff of WROK, Rockford, Ill.

JIMMY CONZELMAN, sports commentator for Ford Dealers on KMOX, St. Louis, and a well-known football coach, has been signed to appear in a St. Louis Municipal Opera production of "Good News" this summer. He will portray a football coach in the musical comedy.

FORREST COMRIE and Dave Milligan have joined the continuity staff of WFBM, Indianapolis.

ELLIOT MILER has been added to the announcing staff of WORL, Boston.

JENNINGS PIERCE, educational and agricultural director of NBC on the West Coast, has been elected to the degree of Honorary State Farmer by California Future Farmers of America.

BOB HEWITT, formerly of WSAY, Rochester, N. Y., and WBAA, W. Lafayette, Ind., has joined the announcing staff of WOWO-WGL, Fort Wayne. Evelyn Magley has joined the WOWO-WGL continuity staff.

HAL MULLIGAN, formerly of KCMO, Kansas City, has joined the announcing staff of WING, Dayton, O., succeeding Kirby Brooks, resigned. Josephine Fisher has joined the WING traffic department.

DONALD DIXON, Penn State College graduate, has joined the production staff of KDKA, Pittsburgh.

JULIUS POSTAL, author of two *Lest We Forget* transcribed series on American history, has been named advisor of the script department of The Radio Showcase, New York production organization.

WILLIAM C. TAYLOR, announcer of WPAY, Portsmouth, O., on June 3 is to marry Elizabeth Boyle.

LESTER McFARLAND, of *Mac & Bob*, blind harmony team of WLS, Chicago, is the father of a girl.

STRETCH MILLER, formerly of WJBC, Bloomington, Ill., has joined the announcing staff of WCBS, Springfield, Ill., where he will do the play-by-play of the local Three-Eye League baseball games sponsored by Falstaff Beer. Noble Nash, WCBS announcer, is the father of a girl born May 14.

ED BYRON, producer of Procter & Gamble Co.'s *What's My Name?* for Oxydol on NBC-Red, on May 17 married Maxine Jennings, RKO star.

DICK JOHNSON, program director of KTUC, Tucson, has been transferred to the production staff of KOY, Phoenix.

JOEL SCHWARZ, formerly with the convention bureau of the New Orleans Assn. of Commerce and before that with the New York City convention bureau, has joined WWL, New Orleans, as studio informant.

BOB EDMONDS has returned to the Canadian Broadcasting Corp. announcing staff, Toronto, after a visit in Chicago.

JOHN NORTHGRAVE, formerly of CJKL, Kirkland Lake, and CHML, Hamilton, Ont., has joined CKTB, St. Catherines, Ont., as announcer and continuity writer.

HAL PARKES, announcer of KLO, Ogden, Utah, has been named special events director of the station.

GENE DEYOUNG and Rod Shepherd recently were added to the announcing staff of KARM, Fresno, Cal.

BOB SMITH, new to radio, has joined the announcing staff of WCLO, Janesville, Wis.

DON TOLLIVER, announcer, Randall Decker, continuity writer, and Gene Hogan and Mary McKeen, news reporters, have joined WTMV, East St. Louis, Ill.

DAN PAUL, formerly of KMBC and WDAF, Kansas City, has joined the announcing staff of KFJZ, Fort Worth.

JAMES HERRICK, actor-director, has been named production head of Radio Productions & Recordings Inc., Denver. The firm has been appointed radio advertising agency for Flaks Inc., Denver candy firm.

DON MARTIN, son of the managing editor of the *Denver Post*, has joined the news staff of KOA, Denver.

KEN WEBER recently joined the announcing staff of WLEU, Erie, Pa.

CHUCK ACREE, of the staff of WLS, Chicago, has left on an extended trip through Central America. Pokey Martin, formerly of WLS, accompanied him.

MARGARET McDERMOTT, formerly of Reincke-Ellis-Younggreen & Finn, Chicago, has joined the Los Angeles staff of MacManus, John & Adams.

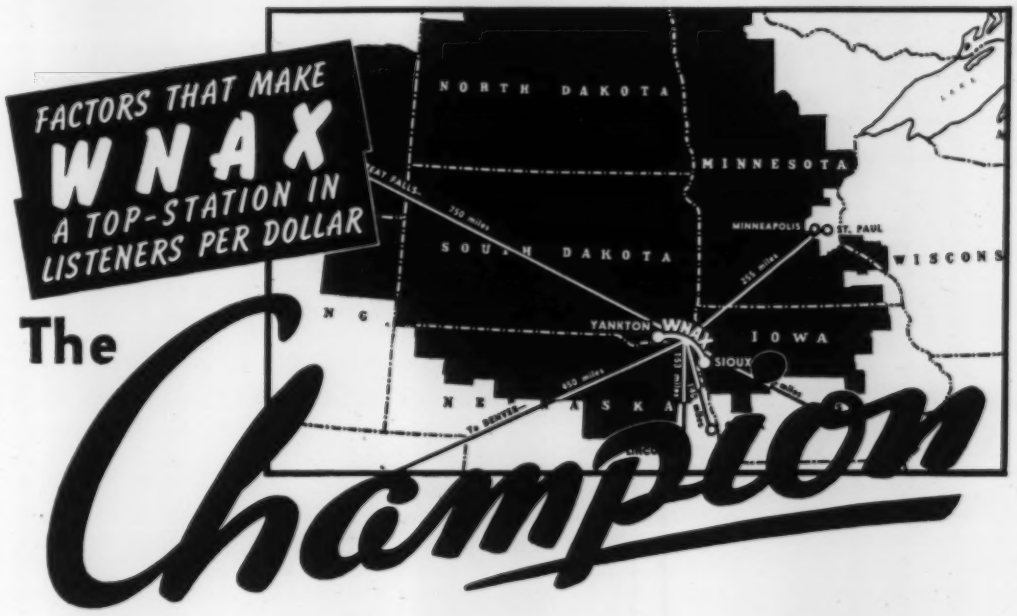
EWARD WALSH, John Carroll U graduate, has joined the merchandising department of WHK-WCLE, Cleveland. Lucille Sidlo, sustaining traffic manager of WHK-WCLE, has announced that she is to marry Bill Touzeau July 12.

GUY HULON SAVAGE, announcer of WGN, Chicago, is the father of a boy born May 9.

John Lynn McManus

JOHN LYNN McMANUS, 38, radio scriptwriter handling the Rudy Vallee program, died in Hollywood May 25 of a heart attack. He entered radio work in 1936, after having served in newspaper and newsreel work in New York, and wrote program material for Floyd Gibbons, W. C. Fields and Bob Burns.

KEN CARPENTER, NBC Hollywood announcer on the weekly *Kraft Music Hall*, sponsored by Kraft Cheese Co., has been signed by Paramount Studios for a part in the film, "Rhythm on the River", featuring Bing Crosby.



The Champion

FIRST in daytime rural population, 3,126,320—SIXTH in total population, 3,837,323—among all Columbia Stations.

FIRST in transmission efficiency. 5,000 watts that do the work of 50,000. A great story of good frequency, excellent soil conductivity, low noise levels.

FIRST in cash farm income—among all Columbia Stations. $747,180,000 in 1938.

FIRST in value of farms—among all Columbia Stations. $4,257,599,000.

FIRST in Showmanship among all Farm Service Stations—Variety Award.

NOW **FIRST** in Station Publicity and Exploitation among all regional stations—Billboard Award.

Make WNAX a FIRST choice on your station list. It will produce First Prize results for you.

A Cowles Station—5000 Watts L. S.—1000 Watts Night—CBS—Rep. by The Katz Agency

RADIO STATION **WNAX** 570 ON THE DIAL

Studios — WNAX Building, Yankton Orpheum Building, Sioux City

WLOL, MINNEAPOLIS, WILL START JUNE 17

MINNESOTA'S Twin Cities will shortly have a new regional broadcasting station, with June 17 now scheduled as the starting date of WLOL, Minneapolis, recently assigned 1,000 watts fulltime on 1300 kc. Gov. Stassen will be chief speaker at the dedication and it is hoped to have Senator Wheeler of Montana present for the opening, according to Edward P. Shurick, manager. Mr. Shurick formerly was Minneapolis manager for KSTP, St. Paul, and for 3½ years was assistant general manager of WDGY, Minneapolis. Mutual Network has announced that WLOL will replace WDGY as its Twin City outlet.

Commercial manager has not yet been designated. Miss Irma Caffrom, recently with KATE, Albert Lea, and formerly with KSTP and KROC, Rochester, has been appointed program director; Jerry Harrington, formerly with WCCO, Minneapolis, chief announcer and production supervisor; Ogden Prestholdt, technical advisor. President of the operating company is John P. Devaney, former chief justice of the Minnesota State Supreme Court. Vice-president is Fred A. Osanna, Minneapolis attorney.

RCA transmitter equipment and Truscon towers have been installed. News service will be INS, and AMP program library will be used.

WAHL Co., Chicago (fountain pens, mechanical pencils), has been recapitalized by its stockholders and merged with its subsidiary, Eversharp Inc. The new company is known as Eversharp Inc. Biow Co., New York, is agency.

Guestitorial

DEALERS AND RADIO ADVERTISING

By SAMUEL J. HENRY JR.
Bureau of Radio Advertising, NAB

DEALER opinion on the subject of advertising, like public opinion on political questions, often works slowly and in devious ways. But in this enlightened age of research, its demands cannot be denied for long. Today, with the consumer movement and all its implications directly affecting the dealer and his stake in the profit picture, the man who markets the product demands, and receives a voice in the affairs of big business that he never before enjoyed, especially in matters of public relations and advertising.

Tradition calls for the typical dealer to disapprove of all advertising (or at least his manufacturer's particular methods) to brand it as a waste for which he eventually must pay. "Sure, it's all very pretty—it pleases those swivel chair admirals at the home office. But what good does it do me?"

Ten years ago, the answer to that rhetorical question was "none at all" (so far as Mr. Dealer could see). Just another expense cutting into his profits. It means higher wholesale prices; if he raised the price to the consumer, volume fell off. If he didn't, his margin of profit was reduced. And there was nothing he could do about it. Result: Million dollar campaigns sold some goods, but antagonized too many dealers. Not a very profitable procedure.

A Business Blessing

Radio has helped considerably to change that unhappy picture. It has brightened the dealer's attitude toward all advertising. Rather than a waste, he now sees it as a real blessing to his business, because he has been able to observe *exactly* how radio works for him. The man-on-the-firing-line of consumer sales *knows* that radio brings in cash customers, with resultant profits to him.

How does he know? And how can we prove it? How can an increasing dealer sentiment for radio be used to open up new sources of revenue for radio stations? First, the answer to question No. 1: How does the dealer know radio sells goods?

Dealers live with radio. In that they're no different from millions of other people. Radio is as much a part of their lives as it is of their customers. But—*dealers also listen to radio programs advertising the very products they sell for their livelihood.* Radio not only sells goods. Radio sells both buyer and seller—customer and distributor. Dealers are daily sold and resold on radio-advertised goods, and on radio's value to them in moving goods and building profits.

Need of Knowledge

Why, then, the lag between what many dealers know to be their most profitable medium, and what the manufacturer does with his advertising dollars? Why the familiar difficulty of convincing home office advertising managers that radio should be included in *every* budget — that dealer demands should not go unanswered? The fact that radio is a comparatively new medium presents two obstacles to be overcome before dealer opinion can be fully reflected in national advertising and dealer-cooperative campaigns.

1. Expert knowledge of radio is still limited to a small number of advertisers. The others need help and advice in the proper use of the medium; they need more information on successful programs and methods. It's a major educational job that radio faces in developing new business.

2. Habits are hard to break. Generally speaking, the larger the company, the more conservative, the slower to change. "What was good 20 years ago is still good enough for me." They stick to the older, more familiar (and easier) media, and not until the competition begins to outsell them with radio do they see the light.

Such is the history of all advertising, but in radio the factors of preferred time and consistent build-up place a heavy premium on "gettin' thar fustes' with the mostes' men", if sales battles are to be won. It is not too late to get a good seat on the broadcasting bandwagon, and many alert manufacturers are climbing aboard every day.

But how can we convince some of the more recalcitrant that retailers want and need radio. Modern research methods provide probably the best answer.

Radio's ability to sell goods has been demonstrated by the recent CBS promotion piece, "Rip Off the Mask". This is no ordinary success story of advertising, but undeniable proof that radio—and radio alone—made a difference of 88% in actual sales. The sponsor's sales in two markets of similar size, where all selling factors with the exception of radio advertising were the same, were checked and double-checked by Crossley Inc. The market covered by radio showed almost twice the volume of sales that the non-radio market produced.

Another method is to poll a representative cross-section of retailers in a particular field, and then bring the results to the attention of those responsible for allocating advertising funds. Here are the results of two recent surveys, conducted by unbiased research organizations among grocers and food chains in two widely separated markets:

In New York and the Metropolitan area, 322 grocers were asked:

"What type of advertising do you believe most effective for a well-established food product?" Answers were as follows: 77% said radio, 20% said newspapers, 3% recommended other media.

"What type of advertising would you recommend for a *new* food product?" 85% said radio, 14% said newspapers, 1% recommended other media.

Managers of 28 super-markets, asked the same questions, answered in about the same way: For an established product, 72% preferred radio to 21% for newspapers and 7% other media; for a new product, 86% chose radio to 14% for newspapers.

In Los Angeles, 225 grocers were asked: "What general advertising medium should a food manufacturer use to do the best

WFBL

Syracuse

Goes to

5000 WATTS NIGHTS!

WFBL has now been licensed by FCC to increase its power to 5000 watts nights. Now your advertising dollar works for you even harder, reaches more people with greater force—and at no increase in rates.

Consider this additional coverage that Syracuse and Central New York's most popular station now gives you . . . and multiply your sales with this new increased market.

Write today for rates and time available, WFBL, Syracuse, N. Y., or Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

WBAL

means business in Baltimore

job of moving goods off your shelves?" They answered as follows: 72.7% chose radio, 18.2% newspapers, 8.6 magazines, 3.2 billboards.

25 wholesale grocers, asked the same question, brought the following results: 64% for radio, 24% for newspapers, 4% magazines, 8% billboards.

In New York, two additional questions were asked of the grocers:

"What form of advertising has been particularly effective in building customer demand?", and "What form of advertising do customers mention most?".

To both questions, radio landed a whopping 80% of the votes.

The researchers also checked up on radio sets in food stores. In New York, 50% of all retail grocers interviewed had a radio in the store; (the half without radios gave the same 78% preference, however); in Los Angeles, 60.5% of the stores had radios (and in Los Angeles over ½ to ¾ were in use during every daytime hour! all of which is further evidence that dealers *live with* radio.)

Note the consistency of the replies. Atlantic Seaboard, Pacific Coast, independents, super-markets, wholesalers, retailers—all chose radio, by 65% to 85%. But for those exacting souls who would like further proof, here are the media preferences of grocers as determined by three previous surveys. See how radio's margin has grown steadily through the years:

In 1933 a survey by Psychological Corp. for NBC showed 58.3% of grocers choosing radio; in 1934, 62.3% (both surveys for NBC; gasoline dealers and druggists included who gave radio a similar preference, ranging from 63 to 70%).

In 1938 a survey for WBBM, Chicago, showed 65.6% of grocers choosing radio.

In 1939 a survey by Crossley Inc. for KNX, Hollywood, showed 72.7% of grocers choosing radio; a survey by Grocery Laboratory for WOR, Newark, showed 77% choosing radio for an established product, 85% for a new product.

It's hard to see how advertising managers can ignore such facts as these, or fail to act on them; and the truth is, that on the whole, they don't ignore them. Let's see how closely actual dollar volume of advertising has followed this steadily increasing sentiment for radio.

Food advertising on networks increased steadily from $10,438,795 in 1933 to $26,925,270 in 1939, according to Publishers' Information Bureau. Spot and local food advertising increased steadily, according to NAB reports. Only available newspaper figures show $25,414,157 in food advertising in 1938 for newspapers. Magazine food advertising rose only slightly, from $21,067,814 in 1935 to $23,567,400 in 1939, according to PIB.

Comparing these figures, even the skeptics may be willing to admit that a good way to forecast advertising media trends is to make a dealer survey. The history of food advertising, at least, proves that what his majesty, the dealer, wants in the way of advertising, the manufacturer sooner or later supplies.

Retailers in other fields are beginning to make known their demands, and very soon their influence will show itself in the allocation of national and cooperative advertising funds. The hand that rings the cash register also holds a potent hand in the affairs of modern business, and broadcasters will do well to educate and cultivate their good friend, the dealer.

The Thomas' Spots

THE THOMAS' Chicago (scalp specialists), has started a daily one-minute announcement campagin on WHN, New York; WDGY, Minneapolis; KYA, San Francisco; WEMP, Milwaukee; WCAR, Pontiac, Mich.; KRKD, Los Angeles; WCBD, Chicago; CKAC, Montreal; WHBI, Newark; WIP, Philadelphia; WSAY, Rochester; KOL, Seattle. Contracts are for 52 weeks. Additional stations will be added in the future. Frank R. Steel & Assoc., Chicago, handles the account.

FOR stalwart organization service C. C. Johnson Jr. (left), president of the Advertising Club of Fort Worth, early in May presented this plaque to Sam H. Bennett, former manager of KTAT (now merged in KFJZ, Fort Worth) and managing director of the Lone Star Chain, who on May 15 became director of sales of KMBC, Kansas City. The plaque, presented at a club luncheon, commends Bennett's service as officer of the organization since 1937 and as secretary-treasurer of the 10th District, Advertising Federation of America, during the last year.

Terrier's '30'

THE 10-year-old Scotch terrier of Hal M. Black, a KFH listener in Wichita, Kan., has gone on daylight saving time. Mr. and Mrs. Black listen nightly to Graeme Fletcher, KFH newscaster. For some time it has been the habit of the Blacks to take a short walk after the broadcast every night. The dog always goes along. It got so that whenever Fletcher started "and now it's "30," and good night" the dog would leap up and head for the door. When Daylight Saving Time started April 28, Fletcher's broadcast was switched from 10 to 9 p. m. And sure enough, the first night Fletcher broadcast at 9 p. m. the dog waited for the "30" and then jumped up and made for the door. "I guess the dog recognizes Graeme's voice," commented Mr. Black, "for it's always up at the sound of '30' and ready to go for the walk."

WLW at Convention

USING special lines from Philadelphia, WLW and WSAI, Cincinnati, will carry a regular schedule of independent broadcasts beginning June 24, in addition to NBC pick-ups, from the Republican National Convention, according to an announcement by James D. Shouse, Crosley Corp. vice-president in charge of broadcasting. The four-man WLW staff at the Convention will be headed by Peter Grant and Fred Thomas. With lines to both the Municipal Auditorium and the Benjamin Franklin Hotel, the twice-daily WLW-WSAI broadcasts will consist of news and sidelights of the GOP conclave, and will continue for the length of the convention. In addition, interviews will be transcribed each afternoon and sent to the station to be rebroadcast next day on the noontime *Everybody's Farm Hour.*

All MBS broadcasts from the national political conventions at Philadelphia and Chicago will be broadcast by W2XOR, New York, FM station of WOR, Newark. Schedule will include a number of broadcasts which will not be carried on WOR.

SOLUTION

for a **SUCCESSFUL** *Radio Sales Campaign*

▲

SHREVEPORT

and the Rich Tri-State Trading Area *

+

KWKH

THE SHREVEPORT TIMES STATION

50,000 Watts **CBS**

REPRESENTED BY THE BRANHAM CO.

* KWKH serves the rich tri-state area composed of North Louisiana, East Texas and South Arkansas. More people live within 150 miles of Shreveport in this rich area than live in the entire state of Louisiana.

WFOY ACQUISITION APPROVED BY FCC

THE OWNERS of WMBR, Jacksonville, Fla., on May 21 obtained FCC approval to acquire WFOY, St. Augustine, which they plan to link to WMBR by land line for co-operative operation. The plan embraces feeding some of the CBS programs heard on WMBR to WFOY. The station was purchased for $30,000 from Fountain of Youth Properties Inc., headed by Walter B. Fraser, director of the famed Fountain of Youth Park. Name of the licensee corporation has been changed to Fountain of Youth Broadcasting Co.

WFOY, operating with 250 watts on 1210 kc., is now owned 54% by Glenn Marshall Jr., who will be its manager and who owns 31% of WMBR; 28% by Ed Norton, who owns 51% of WMBR and is identified with the commercial lease of WAPI, Birmingham; 18% by Frank M. King, who also owns 18% of WMBR. Young Marshall is the son of K. G. Marshall, president of WBRC, Birmingham, and owner of various properties in that city, who makes his home in Miami Beach.

Seeks Local in Marion, O.

ROBERT T. MASON, of Fremont, O., formerly an executive of the Fenton Publishing Co., heads Marion Broadcasting Co., applicant to the FCC for a new 250-watt station on 1500 kc. in Marion, O. He is the younger brother of Frank E. Mason, NBC vice-president, who with his wife are disclosed in the application as financial backers of the enterprise. Robert T. Mason would manage the station and holds 35% of the stock; Frank Mason, 32.5%; Mrs. Frank Mason, 32.5%.

AN ORIGINATION of WOWO, Fort Wayne, the first annual Achievement Awards Banquet was held recently at which 16 Indiana residents received certificates, awarded for individual excellence in their respective fields. Under Secretary of Agriculture Claude Wickard (left) presented the awards. With him is W. C. Swartley, manager of WOWO-WGL. The program is the brainchild of Eldon Campbell, special events chief of WOWO, to recognize outstanding performances in all lines of endeavor. Purdue U collaborates in the program.

FOLLOWING the May 28 broadcast of *The Aldrich Family* on NBC-Blue, General Foods Corp. is giving the comedy serial for Jell-O a four-weeks holiday until June 23 when it returns as a summer replacement for the *Jack Benny* program on NBC-Red, Sundays, 7-7:30 p.m. Agency is Young & Rubicam, New York.

The Other Fellow's VIEWPOINT

Did Everybody Win?

EDITOR BROADCASTING:

You've struck me always as fair and decent in your dealing with every phase of the industry—so without bitterness I address you as a friend.

Your May 15 issue is at hand, along with the editorial "Everybody Wins," and the attendant stories of "clearing up" the St. Louis situation. The heading should have been: "The Networks Win Again!" May I trouble you with these details?

On Nov. 3, 1939, I wrote NBC asking their permission for daytime operation on 830 kc., because of their dominance with NBC's KOA at Denver on that frequency.

On Nov. 24, 1939, I received a letter from NBC, a smug paragraph of which I quote:

"There is now pending before the Commission an application for a Boston station to go to fulltime on that frequency. This we intend to resist to the utmost and in my opinion it would weaken our position materially if we consented to the use of 830 kc. on a daytime station in Chicago. Furthermore, that frequency is only 40 kc. removed from WENR, and if you remember the famous case when Louis Caldwell had his baptism in radio, there is objection to such close proximity to WENR. I am quite sure that Glenn Snyder would also be opposed to a station in Chicago that had only 40 kc. separation from WLS."

A few days before I received this letter, WCBD, on Nov. 22, 1939, applied for daytime operation on 830 kc. because of the impending placing of KFAB with 50 kw. on our 1080 kc. frequency—such a move to be made to open 770 kc. for clear network operation for WBBM, easily accomplished because the same network (CBS) is dominant on 1080 kc. through their WBT.

Now follow through to this point, which brings us up to the present: KSD wanted fulltime operation. Its network owns KOA, the dominant station on 830 kc. Hence to get rid of KFUO, the Lutheran station at St. Louis with which KSD shared a small part of its time, the "give and take" parley was held without our knowledge with this result:

1. An application of KFUO for 830 kc. was dated April 27, 1940, and was filed with the Commission on April 30, 1940. The public notice with reference to this was released on Monday, May 6, and the Commission granted the application on Tuesday, May 7! Mind you, St. Louis is more than 100 miles closer to KOA than is Chicago. And the Boston application was and is still pending on 830 kc.

2. We received no inkling whatsoever of this until the grant was made. No consideration whatsoever was taken of our long-standing, prior application as far as I can learn. By private agreement we were, in effect, denied our right to at least be heard at the time and have thus been forced to surmount an almost impossible obstacle.

That's the action that you have applauded so vigorously! I am convinced that you were not in possession of these facts, for I know this is not in keeping with the fine reflection of you and your splendid publication that we small operators have had through the years. I believe you agree that these ever-so-important huddles should not be concluded until the interests of all are heard or considered. This matter was of supreme importance to us because of the unbelievable scarcity of possible frequencies in the Mid-west. Regardless of our own interest (and goodness knows I am not representing that we had any prior claim to any frequency) these private swaps by the networks have been and will be the most hurtful influence in the industry! It will have to be stopped if the license of an independent operator is to be considered worth a tinker's damn.

It's something to think about if you really want "free, competitive broadcasting," as you so well state in your platform of BROADCASTING.

GENE T. DYER, President
WCBD Inc., Chicago
May 20, 1940

West Interests Seeking Houston, Dallas Stations

IN ADDITION to applying for the facilities of KTBC, Austin, Tex. [BROADCASTING, May 15], a company headed by J. M. West, Texas financier who owns the *Austin Daily Tribune* and *Dallas Dispatch Journal* among widespread other interests, has applied to the FCC for new stations in Houston and Dallas. West Publishers Inc., of which Mr. West is president, has asked for 250 watts night and 1,000 day on 610 kc. in Houston, and 5,000 watts fulltime on 1550 kc. in Dallas. Mr. West is 33.4% stockholder in the company; his son, J. Marion West, Houston attorney, 33.3%; another son, Wesley W. West, of Houston, 32.6%; with others associated with the West interests holding qualifying shares. Mr. West is not only one of the wealthiest men in Texas but is reported to be associated with Jesse Jones, head of the Reconstruction Finance Corp., in various enterprises, including Houston newspapers.

Quaker Oil Series

QUAKER PETROLEUM Co., Omaha, has started a five-weekly variety quarter-hour at noon on WNAX, Yankton; KOWH, Omaha, and KMA, Shenandoah. The program is originated at WNAX, with Herb Howard as m.c. Allen & Reynolds Agency, Omaha, is agency. The series was auditioned before Quaker salesmen at a recent sales meeting in Omaha.

First in the League

South Atlantic League.

	Won	Lost	P.C.
COLUMBIA*	17	8	680
Savannah	18	10	643
Columbus	17	10	630
Augusta	12	13	480
Greenville	10	12	455
Jacksonville	12	17	414
Macon	11	17	393
Spartanburg	9	17	346

National League.

	Won	Lost	P.C.
Cincinnati	17	5	773

* League Standing as of May 18, 1940.

With (a) 692,585 people residing within its one-half millivolt daytime contour, spending (b) $94,126,624 annually in retail sales, and—moreover—with ONLY ONE NETWORK AFFILIATED STATION (WIS) in that area . . . WIS is in FIRST PLACE in the plans of every National Advertiser interested in the Great Southeast.

(a) 1930 U. S. Census

(b) 1935 U. S. Dept. of Commerce

WIS-DOM

N. B. C. — BOTH RED AND BLUE NETWORKS

WIS COLUMBIA SOUTH CAROLINA 5,000 WATTS DAY 560Kc. 1,000 WATTS NIGHT

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

WHO (ALONE!) for IOWA PLUS!

DES MOINES 50,000 WATTS. CLEAR CHANNEL

Efficacy of Radio Instruction Shown

Junior High Pupils Indicate Preference for Air Lessons

WHEN junior high school pupils in Bronxville, N. Y., were asked how they preferred to get their lessons, 45% answered that they found it easier to learn by radio than from books. Another 35% declared that it made no difference while only 20% preferred books to the loudspeaker. The data were collected for the Evaluation of School Broadcasts at Ohio State U, Columbus.

These are some of the reasons given by seventh and eighth grade boys and girls for their preference for radio over books:

"Radio programs are much more fun," one pupil wrote. Said another: "Books are too boring and the radio programs are something new, different and attractive—also more amusing and easier to understand."

The Important Facts

A third student thought that "you can listen more easily than you can read" and another wrote: "You don't have to think. It comes to you. You don't have to find it."

Many pupils felt that when lessons were presented by radio, better explanations were given than in books. As one put it: "The radio program tells the important facts right then and there, while the book talks on about things that aren't very important."

The same students were asked to determine whether they were listening to live broadcasts coming from a studio or transcriptions of the programs. About one-third of the pupils said they could tell a difference between live and recorded programs when heard over the school public address system.

However, tests showed that the two methods of auditory communication were equally effective. There was no significant difference either as to acquisition of information or attitudes of the pupils between groups which listened to live programs and those who heard transcriptions of the same broadcasts

Programs used in the study were music and science series of the CBS *American School of the Air.*

Boston Program Awards

AWARDS of merit to four Boston radio stations for outstanding programs were presented recently at the annual May Breakfast of the New England Women's Press Assn., held at the Parker House, Boston, as announced by Mrs. Dwight Clement, radio chairman of the National Federation of Press Women. Winners were WEEI, for *Citizen, Know Your State,* conducted by Sylvia F. Bushnell of the Massachusetts State Federal of Women's Clubs; WNAC, for Walter Kidder's program of *Musical Varieties;* WAAB, for *News of the Women's Clubs of New England,* conducted by Estelle G. Marsh; WCOP, for *Radio Orchestra Hall,* classical music program conducted by Morton Blender.

AT THE REQUEST of Edward M. Kirby, director of public relations of the NAB, the tale of King Arthur and His Knights was dramatized May 24 during Dorothy Gordon's *Yesterday's Children* program on NBC-Blue. At the conclusion of the program Mr. Kirby was interviewed as to the reasons for his choice.

No Gain Rider

WWL, New Orleans, recently carried a featherweight championship boxing match direct from ringside at Municipal Auditorium. Henry Dupre, handling the blow-by-blow story, was all set but could not locate his engineer. Desperately he flipped all the switches at hand, miraculously contacted the WWL control room, and was instructed via earphones how to put the program on the air. Fifteen minutes later the engineer showed up. He explained he had decided to watch the semifinals and then ride the gains on the main bout. However, the main bout had gone on before the semi-final and the unsuspecting engineer had enjoyed the main bout from the arena instead of riding the gains on it.

New W. Va. Station

OWNED and operated by Clarence Frey, publisher of the *Logan Banner,* and Robert O. Greever, official of the Merrill Coal Mines, the new WLOG, Logan, W. Va., went on the air May 26, using WE transmitter and speech input equipment and a 150-foot Blaw-Knox radiator. It operates with 100 watts daytime on 1200 kc., and was authorized Jan. 26 by the FCC for construction. Staff includes John R. Atkinson, former advertising manager of the *Logan Banner,* commercial manager; Eddie Vann, formerly of WCOA, assistant program director and continuity editor; B. H. Bopp, formerly of WFBG, Altoona, chief engineer; John Blackwood, formerly of KMBC, Kansas City, engineer.

WFHR are the call letters assigned by the FCC for the new local station in Wisconsin Rapids, Wis., which the FCC recently [BROADCASTING, May 15] authorized William F. Huffman, publisher of the *Wisconsin Rapids Tribune,* to construct.

Violent Storm Damages Two Stations in Toronto

A VIOLENT wind and rain storm hitting Southern Ontario Sunday afternoon May 19 blew down one of the 360-foot towers of CFRB, Toronto, at the Aurora transmitter, 20 miles north of Toronto. CFRB was off the air nearly five hours, from 5:40 p.m. to 10:20 p.m., while engineers rigged up a temporary tower for the loose end of the T antenna. The west tower was a crumpled heap of steel. No decision has been made whether a replacement tower or a new single radiator will be installed. Damages are estimated at $10,000. In the same storm the tin roof was blown off the transmitter building of CKCL, in the business area of Toronto, but CKCL was able to continue without interruption.

DON LEE Broadcasting System has instructed its newscasters to Anglicize pronunciations of foreign names so listeners following war news with maps can understand them better.

TO BE exact, OUR FAMILY doesn't "shop". They just naturally ask for WIBW-advertised products.

Mother's purchase of shortening was determined Tuesday when she heard of its economy. A friendly voice on Wednesday awakened the desire to try a different coffee; while a Friday program clinched today's sale of soap chips. Right now, Dad and the boys are loading the car with sacks of WIBW-advertised poultry feed.

Why not let WIBW tell the 1,321,980 members of OUR FAMILY throughout Kansas and adjoining states to ask for and insist upon *your* product—by name!

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

WAVE DOESN'T TRY TO PLEASE CRANKS (Ky.)!

It's a pretty good bet that WAVE's entertainment doesn't reach out to please Cranks (Ky.)! We simply don't cover that part of the state. But *boy!*—we *do* cover and *please* the Louisville Trading Area, where more than a MILLION cash customers are concentrated! WAVE gives you this rich market at *lowest cost.* Shall we send you the facts?

LOUISVILLE'S WAVE
INCORPORATED
1000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC., REPRESENTATIVES

*NEW 1940 MODELS IN *ROYAL FOLDING CHAIRS

1. MOST COMPLETE LINE for studio and every use.
2. ALL MODELS GUARANTEED—Most of them for ten years.
3. ONE LOW PRICE.
4. 24-HOUR SHIPMENT in standard taupe finish.

No. 243—Flexible channel construction with saddle-shaped steel seat: $1.19*

FREE SAMPLES submitted for trial and inspection.

No. 143—Angle steel construction with saddle-shaped steel seat: $1.39*

* In quantities of 100 or more. Prices f.o.b. Michigan City, Ind. Extra for rubber feet. Available with roll-formed tempered Masonite seat or upholstered seat at slightly higher prices.

No. 643—Tubular construction with saddle-shaped steel seat: $1.69*

WRITE FOR FREE CATALOG

*ROYAL METAL MFG. CO.
173 N. Michigan Ave., Dept. Q-3, CHICAGO
New York • Los Angeles • Toronto

Forum Programs Preferred by Women WNRC Finds in Making Annual Awards

FORUM discussions comprise the most popular type of program with women listeners, according to the 1940 survey of the Women's National Radio Committee, results of which were announced by Mme. Yolanda Mero-Irion, founder and chairman of the Committee, at its sixth anniversary dinner, held May 16 at the Hotel Astor, New York. *America's Town Meeting of the Air*, NBC sustaining program which had twice previously won WNRC awards, was chosen the leading program of this type.

Chosen for the "best single broadcast of the year" was the group of broadcasts on Sept. 3, 1939, which told the world that England and France were at war with Nazi Germany. Mme. Irion commented that the European crisis had apparently been largely responsible for the increased interest in the more serious broadcasts which put the educational forum, with its stress on the ideals of democracy, ahead of quiz programs, variety shows and top-ranking comedians despite the widespread popularity of these classes of programs.

Daytime Trends

A preliminary report on the Committee's survey of daytime programs was read by Mrs. Samuel Kubie, chairman of the survey group, who said that since the study had "developed into a much bigger project with far more implications than was anticipated" and since replies were still coming in, the complete report has been delayed.

"However," she continued, "certain definite trends are unmistakable: First, there is the general feeling that the market is glutted with serial dramatic programs which follow a similar pattern, the themes and situations being repetitive. Second, while this statement will doubtless bring the retort from sponsors that people do listen to their programs, as the entries in the contests and other mail indicate, we are learning from our questionnaires that many listeners tune in some programs to get the time, to be set for news summaries, to pick up the following program, to get the household hints, or to get the prize offers.

"Through the survey it is hoped to ascertain the qualities best liked in the daytime radio broadcasts, which programs of the 80 or more are most popular, and why listeners follow certain serial programs. We hope this survey when completed may achieve the result, at least, of a more varied fare in the daytime hours."

The lengthy program accompanying the dinner included an informal interview of John Kieran, *Information Please* expert, by Martha Deane of WOR; a *Town Meeting* type discussion on the topic "Can America Survive as a Democracy", with Hon. Frances Perkins, Secretary of Labor; Mrs. Preston Davie, Republican leader, and Prof. Harold Lasswell as speakers and George V. Denny Jr., moderator on the *Town Meeting* broadcasts, acting in the same capacity; and a panel discussion on "Propaganda and Radio", conducted by Dr. Lyman Bryson who heads the *People's Platform* forums on CBS, and with Maj. Leonard Nason, MBS commentator; Caesar Searchinger, NBC commentator, and Leonard Carlton, radio editor, *New York Evening Post*, as participants.

In a surprise tribute to Dr. Walter Damrosch and his wife, who were celebrating their 50th wedding anniversary, the chorus sang the familiar wedding marches and Mme. Irion praised the famed conductor as "the George Washington of radio music". Niles Trammell, NBC executive vice-president, briefly outlined Dr. Damrosch's pioneering career in radio education, stating that he has been "a source of education and inspiration to us in radio as well as to millions of school children".

H. V. Kaltenborn, NBC news analyst, complimented the WNRC for being "the first organization to recognize how the radio audience can influence the nature of radio programs" and suggested that in addition to awarding honors to the best programs the WNRC might also award "wooden medals" to the worst programs.

Program Awards

Full list of the WNRC 1940 awards follows:

Adult Educational Forums: America's Town Meeting of the Air (NBC); University of Chicago Round Table (NBC); People's Platform (CBS); American Forum of the Air (MBS); National Radio Forum (NBC). These five programs were also chosen those "best serving democratic ideals".

Other Educational Programs: National Farm & Home Hour (NBC); Americans at Work (CBS); on Your Job (NBC).

Religious Programs: National Vespers (NBC); Church of the Air (CBS); Catholic Hour (NBC); Hymns of All Churches (NBC); Religion in the News (NBC).

Programs Serving Inter-Faith Relations: Church of the Air (CBS); National Vespers (NBC); Religion in the News (NBC).

News Commentators: H. V. Kaltenborn (CBS-NBC); Lowell Thomas (NBC); Raymond Gram Swing (MBS); Elmer Davis (CBS).

News Programs: News From Europe (NBC); The World Today (CBS); News Round-Ups from Abroad (MBS). AP and UP were especially commended for unbiased presentation of news.

Dramatic Programs: Lux Radio Theatre (CBS); Columbia Workshop (CBS); Campbell Playhouse (CBS); Great Plays (NBC).

Evening Dramatic Serials: One Man's Family (NBC); Aldrich Family (NBC).

Daytime Programs: Gallant American Women (NBC).

Variety Programs: Edgar Bergen and Charlie McCarthy (NBC); Good News of 1940 (NBC).

Quiz Programs: Information Please (NBC); Professor Quiz (CBS).

Serious Music: Sponsored: Ford Sunday Evening Hour (CBS); Metropolitan Opera Auditions (NBC). Sustaining: NBC Symphony (NBC); New York Philharmonic Symphony (CBS); Metropolitan Opera (NBC); Wallenstein's Sinfonietta (MBS).

Light Music: Firestone Symphony (NBC); Cities Service Hour (NBC).

Children's Entertainment Programs: Let's Pretend (CBS); Ireene Wicker's Stories (NBC).

Children's Educational Programs: School of the Air (CBS); Music Appreciation Hour (NBC); Cavalcade of America (NBC).

Best Single Program of the Year: Broadcasts of King George, Prime Minister Chamberlain and President Roosevelt on Sept. 3, 1939, announcing the outbreak of the war (all networks); Scuttling of the Graf Spee (all networks); international broadcast with Queen of the Netherlands and President Roosevelt on March 16, 1940 (all networks).

Without Bass

PRODUCTION department of WCCO, Minneapolis, received this letter from a listener the other day: "Enclosed please find a copy of a new song I have just written. As you will notice, the copy has only the lyrics and notes in the treble clef, but certainly a station as large as yours has the facilities for supplying the notes for the bass clef, as I cannot write these. Hoping my song will be a success, I remain . . ." Are radio listeners becoming BMI-conscious?

SMILE of victory lights the countenance of Mary Pohlman, drum majorette of the Napoleon (O.) High School marching band, as she holds the trophy presented in annual competition by WSPD, Toledo. Early in May the Napoleon band won the trophy for the second consecutive year, competing against 10 other Northwestern Ohio school bands in Toledo U stadium. One more win will give the band permanent possession of the award.

Merck Placements

MERCK & Co., Rahway, N. J. (Bichloride) on May 1 started a campaign of six announcements weekly on KYW, Philadelphia, and WXYZ, Detroit. Agency is Chas. W. Hoyt Co., New York.

WEED AND COMPANY
NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO
★
RADIO STATION REPRESENTATIVES

AFA-NAB to Discuss Unit Measurement Plan

PLANNING an elaborate entertainment program for "Broadcaster's Night" at the 36th annual Advertising Federation of America convention, to be held in Chicago June 23-27, the program committee composed of representatives of NAB member stations in Chicago held its first meeting May 21. In addition to several actual broadcasts to originate from the convention [BROADCASTING, May 15], all Chicago member stations and networks are planning to contribute talent and special features to highlight the special radio day, June 25.

Radio departments, under auspices of the NAB sales managers committee, are to be held the morning of June 24 and 25 with one session open to AFA members. The proposed agenda includes discussion of the Unit Plan for measuring radio advertising volume, dealer-cooperative advertising, and other activities of the Bureau of Radio Advertising. The program committee, appointed by William R. Cline, commercial manager of WLS and chairman of the NAB sales managers' division, includes Jules Herbeveaux, NBC, chairman; Stuart Dawson, CBS; Harold Safford, WLS; Bradley R. Eidmann, WAAF, and a WGN representative to be named. The program promotion committee includes Orrin Weaver, CBS, chairman; E. C. Carlson, NBC; Arthur F. Harre, WAAF, and Don Kelley, WLS, along with a WGN representative.

Just prior to the AFA meeting, the National Retail Dry Goods Assn. will hold a "Radio for Retailers" panel discussion, during the organization's semi-annual convention in Chicago, June 17-20. At the meeting, now set for June 20, representatives of radio and retailing industries will discuss department store radio advertising, is being arranged in cooperation with the NAB Bureau of Radio Advertising. Theme of the radio forum will be "More broadcaster-retailer cooperation for better radio results", according to the NAB.

NBC Programs Honored By Professional Women

NBC was named the 1939-40 winner of the national award of Phi Beta, national professional women's fraternity of speech and music for its presentation last year of the NBC Symphony Orchestra programs and the Metropolitan Opera broadcasts. The award was presented by Carleton Smith, music editor of *Esquire* and advisor to the award committee, to Alma Kitchell, who accepted for NBC during the May 24 broadcast of her *Brief Case* program on NBC-Blue.

The music and dramatic art section of Phi Beta, on May 10 awarded a bronze plaque to the *Standard Symphony Hour* and the *Standard School Broadcast*, both sponsored by Standard Oil Co. of California on NBC west coast stations, "in gratitude to the company for its outstanding public service in bringing the radio audience programs of the highest artistic merit."

MRS. J. J. QUILLIAM, mother of H. J. (Tubby) Quilliam, manager of KIRO, Seattle, died in that city May 14.

THE HIGHER BRACKETS LISTEN

Missouri U Survey Shows Upper Income Groups Use Radios More Than Lower Classes

PERSONS in higher income families—ranging from $2,000 to $10,000 annually—are relatively more avid radio listeners than lower income families, it was indicated in preliminary data of a "three-dimensional study of primary advertising media" conducted early in April by the Missouri U School of Journalism in Columbia, Mo. [BROADCASTING, May 1].

The "product improvement" study, covering radio listening habits along with newspaper and magazine readership in Columbia, a city of about 20,000, is expected to produce other revealing data on effective coverage and the degree of readership and listening, according to Prof. Donald H. Jones, director of the survey.

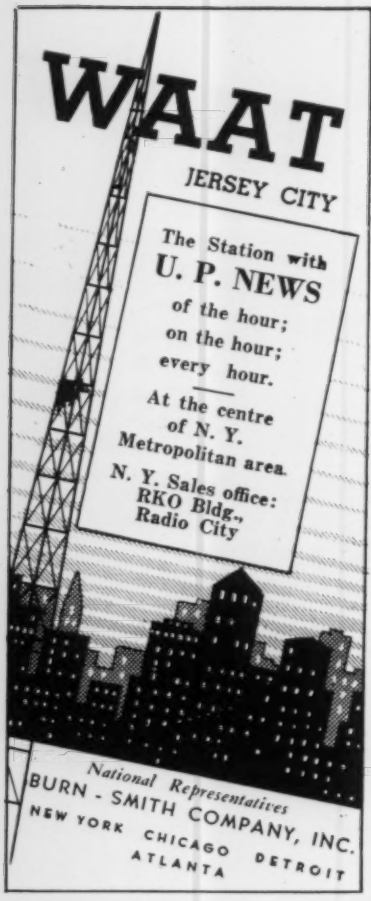
Among four income groups—A, $4,800 to $10,000 and up; B, $2,000 to $4,800; C, $1,200 to $2,000; D, $1,200 and less, including relief families—preliminary compilations indicated that Group A listening, while running fourth in the morning, led all other classes in the afternoon and evening. Group B listening, fourth in the afternoon, was first and second, respectively, in the morning and evening. Group C was second in the morning and afternoon and fourth in the evening, while Group D held third place consistently through all three periods.

The morning listening survey showed 67% of Group B members contacted had their radios operating; 53.6% of Group C; 47% of Group D; 43.1% of Group A. The afternoon listening study showed 39.1% of Group A members listening; 36.3% of Group C; 29.5% of Group D; 28.5% of Group B. Group A maintained a good lead in the evening also, with 60%; followed by Group B, with 52.5%; Group D with 51.4%; Group C, with 49.6%. It was emphasized that these figures are relative, and actual gross listening must be computed with the varying number of families in each group in mind, a part of the study not yet completed. Percentage of total population comprising each of the four groups has been estimated as: A, 9.8%; B, 35%; C, 41.3%; D, 13.9%.

Lumping all groups together, it was indicated that 54.6% of contacted persons or families listened to their radios at some time during the morning; 33.3% during the afternoon, and 51.5% in the evening. Women predominated in morning and afternoon listening, while evening listening indicated a shift generally favoring male listening.

THE *Professor Faxon Figgers* program, sponsored by Atlas Life Insurance Co., is originated by WKY, Oklahoma City, and fed to KVOO, Tulsa, rather than originated by KVOO, as stated in the May 15 BROADCASTING, page 83.

YOO HOO!
IN LOVE - OR IN BUSINESS - YOU'VE GOT TO GET CLOSER TO THE "MARKET" IF YOU WANT RESULTS!
Cover Indiana's
"BRIGHT SPOT"
FROM THE CENTER WITH
WOWO
FORT WAYNE, INDIANA
WOWO
AIREA
WESTINGHOUSE RADIO STATIONS, INC.
FREE & PETERS, INC. National Representatives
10,000 Watts, 1160 Kc. NBC Basic Blue Network
INDIANA'S MOST POWERFUL RADIO STATION



BIRTH OF THE QUIZ PROGRAM

Edward Murphey, of KWKH, Claims He Pioneered Idea With a 1927 Program in Hollywood

Editor, BROADCASTING:

In response to the popular query as to who started the "quiz" business, I would like to throw my hat in the ring and present evidence to substantiate my claim to the honor, if such it might be.

Of course, there were questions asked in interview fashion as far back as the beginning of radio. I am sure interviews were held in 1922, and perhaps earlier. The point is, when was the first program of questions and answers in which this medium of entertainment and enlightenment constituted the basis of the entire program?

Mr. Murphey

Early in 1927, on KMTR, in Hollywood, I built a program for the Felix B. Winslow Chevrolet Agency which qualifies for the above classification. I sat before the microphone and invited the public to gather before their radios and vie with each other in an attempt to cry out the answers first, to questions which I asked.

The questions covered a variety of subjects and were compiled to afford short answers. The question was asked—a short pause and then the answer given. Where only one person was listening, he or she was invited to compete against "Colonel Bogey" whose mark of excellence was placed at 70%.

As for "quiz" programs originating in a radio studio and involving individual or team participation, I believe my *Memory Baseball* comes in first again.

It was in 1934, in Birmingham, that *Memory Baseball* was born. Here was a program made to supplant a "spelling bee" of which we had grown tired. Teams of seven players each played with questions and answers and a simple routine of baseball. Correct answers were recorded as "hits"; several difficult questions as "home runs"; incorrect answers as "outs" and the purpose of the game to score "runs" through a succession of "hits." Pitchers were selected to choose the questions "thrown at the opposing batsmen" by drawing numbers from the "pitcher's box."

The basic principle of the program was copyrighted and it has been used extensively throughout the country. A French translation is now being used in Canada.

Memory Baseball has been an outstanding feature of KWKH for the past four years. The Lions Clubs of neighboring communities are now competing in an effort to promote interest in questions pertaining to Americanism.

I believe it would be well to compile all the evidence and render a decision in the near future so we won't have to resurrect the query again.

EDWARD MURPHEY
KWKH-KTBS, Shreveport, La.

IBEW Adds in Del., Pa.

TWO new broadcast technician units have been added to the list of IBEW radio stations in the country, according to a recent announcement by IBEW. The first, organized in Wilmington, Del., and including WDEL and WILM, has territorial jurisdiction over stations of the Mason-Dixon Group in Delaware and Pennsylvania. Petitions are pending before the National Labor Relations Board seeking a decision on certification of IBEW as bargaining agent for the technicians employed by stations in the group. The second unit was organized at Harrisburg, Pa., where a new local was formed by technicians of WHP. Less than two months elapsed from the time the organization was formed until an agreement was reached, IBEW announced. The new agreement provides for a closed shop, paid vacations, sick leave, leave of absence and "substantial increase in salary" for WHP technicians, IBEW stated.

Group Seeks Roanoke Local

A GROUP of Virginians, including existing broadcast operators, has joined to form Roanoke Broadcasting Corp., seeking a new 250-watt outlet on 1500 kc. in Roanoke. Officers are Paul C. Buford, president, who is president of the Shenandoah Life Insurance Co., which would hold 20% of the stock; Edward A. Allen, vice-president, chief owner of WLVA, Lynchburg, 13 1/3%; Philip P. Allen, manager of WBTM, Danville, 13 1/3%; Henry E. Thomas, secretary, vice-president of the Shenandoah Life Insurance Co. Lynchburg Broadcasting Co., which controls WLVA and has 49% of WBTM, would hold another 13 1/3% in the Roanoke company. J. P. Fishburn Jr., publisher of the *Roanoke Times & World-News* and operator of WDBJ, Roanoke, would hold the remaining 40% of the company's stock.

READING TIME
$20.00

It will take you a minute to read this message about Richmond. It can save you $20.00. For a minute on WMBG—the Red Network Station — costs only $15.00 — night-time rate. A minute on the other leading Richmond station—night-time rate —costs $35.00—*saving:* $20.00.

WMBG offers you the Red Network audience — 5000 watts daytime — 1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot — other savings in proportion. Before you buy — get the WMBG story. WMBG — NBC Red Outlet — Richmond, Va. ★ National Representative, John Blair Company.

WOV, WCAO SIGN ACA AGREEMENTS

CONTRACTS covering announcers at WOV, New York, and all staff employes of WCAO, Baltimore, have been signed with American Communications Assn., CIO union. Both contracts were negotiated by Sidney Adler, the union's broadcast organizer. The WOV contract was signed by Hyla Kiczales, station manager. Lewis Melbourne, president of WCAO, signed for his station. Both contracts call for wage increases, seniority rights, 40-hour week, time-and-a-half for overtime, holidays, vacations and sick leave with pay.

WOV contract runs only until October of this year, when the ACA contract covering WOV's technical employes also expires. After that date, both contracts will be renewed together. It is a closed shop contract guaranteeing immediate raises of at least $2.50 to all announcers and sound effects men, with weekly wages ranging from $40 to $60. Announcers at WOV were formerly affiliated with American Guild of Radio Announcers and Producers, independent union.

WCAO contract is a two-year agreement and covers technicians, announcers, production employes, a news commentator and telephone operators.

NBC Chicago Pact

A THREE-YEAR contract establishing a union shop for NBC-Chicago sounds effect men was signed May 16 by Sidney N. Strotz, NBC vice-president and Central Division manager, and Raymond Jones, executive secretary of AFRA, Chicago division. Retroactive to April 1, it specifies minimum salary of $220 for two years or more service. Previously the basic pay was $150 per month. Those who were drawing above the new $220 minimum continue at their old wage, with additional increases as usual. In addition to continuation of five-day 40-hour week and two weeks vacation with pay, an extra day off is given for each holiday worked.

KVOS Renewal

RENEWAL of the license of KVOS, Bellingham, Wash. local, and denial of the competitive application of Bellingham Broadcasting Co. on grounds of purported lack of financial qualification, was ordered by the FCC May 16 in proposed findings. The proposed decision was based on hearings held in Bellingham last August in one of the most bitterly fought local station cases on Commission records. Principal owner of KVOS is Rogan Jones. In authorizing renewal of the station's license to operate on 1200 kc. with 250 watts full time, the FCC said that former questionable practices on the station had been discontinued.

WLTH Citation Dropped

A "SHOW CAUSE" order issued against WLTH, Brooklyn, last July was rescinded May 21 by the FCC because it appeared that interference conditions existing at the time have been eliminated. The station was cited for possible revocation because of purported interference with Government station operations.

Radio Listening Groups Are Rapidly Increasing, Educators Are Informed

FORMATION of radio listening groups all over the country as a means of adult education was the subject of a radio session May 23 during the 15th annual meeting of the American Assn. for Adult Education at the Hotel Astor, New York. Leonard Power, coordinator of research of the Federal Radio Education Committee, presided.

Stating that listening groups of all types were increasing in number every year, Frank E. Hill of the FREC described the groups in detail from facts compiled by questionnaire as to where they met, what programs they gathered together to hear, and how radio stimulated educational discussions. W. G. Preston Jr., assistant to the NBC vice-president in charge of programs, told how NBC urged stations to organize such groups and then studied reports on its programs for guidance in handling future broadcasts.

Sterling Fisher, CBS director of education, reported on the units listening to and evaluating the CBS *American School of the Air* in terms of its educational value, and stated that 112 CBS affiliates have either full or part-time educational directors to cooperate with local listening groups.

Va. Local Sold Again

CONTROL of WCHV, Charlottesville, Va., has been sold again, subject to FCC approval, and an application for authority to transfer 2,448 shares (61%) of its common stock has been filed with the Commission. Mrs. Marcia Arrington, who with her husband, John F. Arrington Jr., took over control of the station last October after buying Hugh Curtler's stock for $16,500, now proposes to sell the stock to Charles Barham Jr., a wholesale baker of Nashville. The sale price was undisclosed. Holder of most of the minority stock is W. B. Brown, an instructor at Mississippi Women's College, whose holdings are not involved in the deal.

KLO Branch Office

PAUL R. HEITMEYER, manager of KLO, Ogden, Utah, has announced the opening of a new sales office in the Boston Bldg., Salt Lake City. The new office is directed by Ed McCallum, formerly manager of KYA, San Francisco, and was established to service regional and retail accounts carried from the metropolitan area by the station, according to Mr. Heitmeyer. Socs N. Vratis, formerly sales manager of KRIC, Beaumont, Tex., has replaced McCallum on the Ogden sales force, under Merrill J. Bunnell, KLO sales manager.

BOOKLET covering general principles and uses of school recordings, *Sound Recording Equipment for Schools*, has been published by the Committee on Scientific Aids to Learning, New York. The booklet includes a chapter on various types of recording equipment suitable for school use.

JAMES M. MORRIS, of KOAC, Oregon State Agricultural College station at Corvallis, is the author of *Radio Guild Plays*, a group of 15 radio plays for high schools and colleges, to be published this summer by H. W. Wilson Co., New York.

C·B·S ASKED FOR IT
PRESTO BUILT IT

A NEW, HIGH QUALITY TRANSCRIPTION PLAYBACK THAT'S REALLY PORTABLE

A Short Time Ago . . . .

. . . Columbia Broadcasting System engineers told us they were not satisfied with the portable transcription players then on the market. They told us what they wanted . . . a transcription player that would give perfect reproduction and yet be small and light enough for their personnel to handle conveniently. We went to work.

We developed a new mounting which enables us to use a full size, magnetic pickup that tracks perfectly on a 16" transcription and at the same time keeps the size and weight of the unit extremely low. This pickup was combined with a new type of loudspeaker with matching amplifier and a Presto dual speed, rim-driven recording turntable . . . mounted in a carrying case measuring 15" x 15" x 19", weighing only 46 lbs.

Results were amazing. For practical purposes the reproduction was equal to high grade studio equipment. CBS immediately placed these playbacks in service. Agency executives and others who heard the new Presto playback ordered it for their own use. Now it's been added to the regular Presto line, designated as the Presto Model L Transcription Playback. List price is $250.00 FOB New York. Limited quantity ready for immediate delivery. Place your order today.

SEND FOR NEW PRESTO CATALOG! Gives complete performance data on the entire Presto line of recording equipment and discs.

Canadian Distributor: **WALTER P. DOWNS, 2313 St. Catherine St. W., Montreal, P. Q.**

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WICC, Bridgeport, Conn.

Church & Dwight, New York (baking soda), 52 *sa*, thru Brooke, Smith, French & Dorrance, N. Y.
Chas. E. Hires Co., Philadelphia (root beer), 81 *t*, thru O'Dea, Sheldon & Canaday, N. Y.
Min-Wax Co., N. Y. (Min-Wax), 20 *sa*, thru W. I. Tracy, N. Y.
Peter Paul Inc., Naugatuck, Conn. (Five Crown Gum), 78 *t*, thru Platt-Forbes Inc., N. Y.
Wander Co., Chicago (Ovaltine), 50 *sa*, thru Blackett-Sample-Hummert, Chicago.
New England Confectionery Co., Boston (Skybar), 78 *sa*, thru Badger & Browning, Boston.
Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (peanuts), 182 *t*, thru J. Walter Thompson Co., N. Y.

WHO, Des Moines

California Packing Corp., San Francisco (Del Monte), 34 *t*, thru McCann-Erickson, San Francisco.
Bathasweet Corp., New York (soaps, bath salts), 156 *sp*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Pioneer Hi-Bred Corn Co., Des Moines (seed corn), 3 *sa*, thru R. J. Potts & Co., Kansas City.
Hoxie Fruit Co., Des Moines (fruits, vegetables), 178 *sp*, thru Wallace Adv. Agency, Des Moines.
Utilities Engineering Institute, Chicago (school), *t*, thru First United Broadcasters, Chicago.

KSFO, San Francisco

Swift & Co., Chicago (ice cream), weekly *ta*, thru Stack-Goble Adv. Agency, N. Y.
Langendorf United Bakeries, San Francisco (chain), 5 *sa*, thru Leon Livingston Adv. Agency, San Francisco.
Guaranty Union Life Insurance Co., Beverly Hills, Cal., weekly *sp*, thru Edward Stodel Adv. Agency, Los Angeles.

WNEW, New York

Jacob Ruppert Brewery, New York (Knickerbocker beer), 12 *sa* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Socony-Vacuum Oil Co., New York, 3 *sp* weekly, 13 weeks, thru J. Stirling Getchell, N. Y.
Cushman Sons, New York (bakers), 7 *ta* weekly, 4 weeks, thru Samuel C. Croot & Co., N. Y.

WOR, Newark

Joe Lowe Corp., New York (Popsicles), weekly *t*, thru Biow Co., N. Y.
Liggett & Myers Co., New York (Chesterfield cigarettes), weekly *t*, thru Newell-Emmett Co., N. Y.
Greenwich Savings Bank, New York, *sp*, 5 *sa* weekly, thru Metropolitan Adv. Co., N. Y.

KGO, San Francisco

Dr. P. Phillips Co., Orlando, Fla. (fruit juices), weekly *sa*, thru Long Adv. Service, San Francisco.

KSL, Salt Lake City

Mutual Citrus Products Co., Anaheim, Cal. (fruit juice), 3 *sp* weekly, thru Charles H. Mayne Co., Los Angeles.

KYW, Philadelphia

United Drug Co., New York, 5 *t*, thru Street & Finney, N. Y.
Prime Mfg. Co., Milwaukee (electric fences), 6 *sa* weekly, thru Hoffman & York Agency, Milwaukee.
Liberty Title & Trust Co., Philadelphia (bank), 1 *sp* weekly, thru Geare-Marston, Philadelphia.
Oakite Products, New York (Oakite cleansers), 3 *sa* weekly, thru Calkins & Holden, N. Y.
Look Inc., New York (magazine), 8 *sa* weekly, thru H. C. Morris & Co., N. Y.
Merck & Co., Rahway, N. J. (Dichloride moth preventatives), 6 *sa* weekly, thru Charles W. Hoyt Co., N. Y.
International Harvester Co., Chicago (Farmall tractors), 6 *ta* weekly, thru Aubrey, Moore & Wallace, Chicago.

KFI, Los Angeles

Southern Pacific Co., San Francisco (rail transportation), weekly *sp*, thru Lord & Thomas, Los Angeles.
Smart & Final Co., Wilmington, Cal. (food products), 3 *sp* weekly, thru Heintz Pickering & Co., Los Angeles.
Mutual Citrus Products Co., Anaheim, Cal. (powdered lemon juice), 3 *ta* weekly, thru Chas. H. Mayne Co., Los Angeles.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Lawdron Chemical Co., Los Angeles (Di-Mon-Glo floor wax), 3 *sp* weekly, thru Darwin H. Clark Adv., Los Angeles.

WGN, Chicago

Linco Products Corp., Chicago (water softener), 3 *sp* weekly, 52 weeks, thru Gourfain-Cobb Adv. Agency, Chicago.
General Food Sales Co., New York (Calumet baking powder), 6 *sp* weekly, 13 weeks, thru Young & Rubicam, N. Y.
Fels & Co., Philadelphia (Fels Naptha soap), 3 *sp* weekly, 13 weeks, thru Young & Rubicam, N. Y.
Kroger Grocery & Baking Co., Cincinnati (chain), 5 *t* weekly, 5 *t* weekly, 52 weeks, thru Ralph H. Jones Co., Cincinnati.

WHN, New York

Policyholders Advisory Council, New York (insurance), 10 *sp* weekly, 4 *t* weekly, 52 weeks, thru Robert John Roberts, N. Y.

KOA, Denver

Faultless Starch Co., Kansas City (starch), 12 *ta* weekly thru Ferry-Hanly Co., Kansas City.
Flaks Inc., Denver (candy bars), weekly *sp*, thru Radio Productions & Recordings Inc., Denver.
International Harvester Co., Chicago (tractors), 6 *sp* weekly, thru Aubrey, Moore & Wallace, Chicago.
Union Pacific Railroad, Omaha, 6 *sp* weekly, thru Caples Co., Omaha.
All-Year Club of Southern California, Los Angeles (community promotion), 7 *ta* weekly, thru Lord & Thomas, Los Angeles.

WJZ, New York

Charles B. Knox Gelatine Co., Johnstown, N. Y., 5 *sp* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.
Nestle-Lemur Co., New York (hair products and permanent waves), weekly *sp*, 13 weeks, thru R. T. O'Connell Co., N. Y.
Yeckes-Eichenbaum Co., New York (Wondercrop fruits and vegetables), 3 *sp* weekly, thru S. C. Croot Co., N. Y.

WBNX, New York

Jacob Ruppert Brewery, New York, weekly *sp*, thru Ruthrauff & Ryan, N. Y.
Eastern Wine Corp., New York (Chateau Martin wine), 3 *sp* weekly, thru H. C. Morris Agency, N. Y.

KROW, Oakland, Cal.

Towne Toppings, Los Angeles (foods), 4 *ta* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
Enosil Chemical Co., Oakland, Cal. (wax), 5 *sa* weekly, thru Tomaschke-Elliott, Oakland.

KMPC, Beverly Hills, Cal.

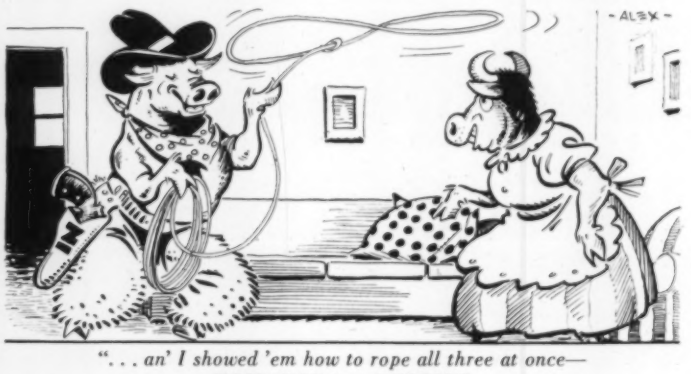
Nu-Enamel Paint Co., Los Angeles, 3 *sp* weekly, thru Advertising Arts Agency, Los Angeles.
Dina-Mite Food Co., Los Angeles (cereals), 6 *sp* weekly, thru Gil Kuhn & Co., Los Angeles.

WEEI, Boston

American Tobacco Co., New York (Lucky Strikes), *t*, thru Lord & Thomas, N. Y.
Pepsi-Cola Co., Long Island City (soft drink), *sa*, thru Newell-Emmett Co., N. Y.

KECA, Los Angeles

California Packing Corp., San Francisco (Del Monte pineapple juice), 10 *ta* weekly, thru McCann-Erickson Inc., San Francisco.



". . . an' I showed 'em how to rope all three at once— KGIR, KPFA and KRBM!"

Montana coverage with a single contract Pd. Adv.

WPTF, Raleigh, N. C.

T. H. Briggs & Sons, Raleigh (fishing supplies), weekly *sp*, direct.
Baldwin Department Store, Durham, N. C., 300 *sa*, thru Harvey-Massengale Co., Atlanta.
Castleberry's Food Co., Atlanta, weekly *sp*, thru Nachman-Rhodes, Atlanta.
Dillon Supply Co., Raleigh (farm implements), daily *sp*, 30 weeks, direct.
Joe Lowe Corp., New York (Popsicle), weekly *t*, thru Biow Co., N. Y.
P. Lorillard Co., New York (Friends tobacco), 2 *t* weekly, thru Lennen & Mitchell, N. C.
Smith Douglas Co., Norfolk (fertilizer), daily *sp*, 20 weeks, thru Lawrence Fertig & Co., N. Y.
Keeley Institute, Greensboro, N. C. (proprietary), 52 *ta*, thru Southern Adv. Corp., Durham, N. C.

KHJ, Los Angeles

Swift & Co., Chicago (food products), 6 *sp* weekly, thru J. Walter Thompson Co., Chicago.
Stayner Corp., Berkeley, Cal. (Minra remedy), 30 *sp*, thru Erwin, Wasey & Co., San Francisco.
Lyon Van & Storage Co., Los Angeles (chain), weekly *ta*, thru Charles H. Mayne Co., Los Angeles.
California Packing Corp., San Francisco (Del Monte pineapple juice), 10 *ta* weekly, thru McCann-Erickson, San Francisco.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 5 *ta* weekly, thru Sherman & Marquette Inc., Chicago.
Union Pharmaceutical Co., New York (Saraka), 5 *t* weekly, thru Sherman K. Ellis & Co., N. Y.
J. C. Eno Ltd., Buffalo, N. Y. (Eno salts) 5 *ta* weekly thru Atherton & Currier, N. Y.

KFRC, San Francisco

Lydia E. Pinkham Medicine Co., Lynn, Mass., 12 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Blue Ribbon Book Corp., Seattle, 18 *t*, thru Northwest Radio Adv., Seattle.
Gardner Nursery Co., Osage, Ia. (plants), 33 *t*, thru Northwest Radio Adv. Co., Seattle.
Langendorf Bakeries, San Francisco (chain), 18 *sa*, thru Leon Livingston Adv., San Francisco.
California Macaroni Co., San Francisco, 2 *sa* weekly, thru Rufus Rhoades & Co., San Francisco.
Swift & Co., Chicago (ice cream), weekly *ta*, thru Stack-Goble Adv. Agency, N. Y.
Calo Food Products, San Francisco (dog food), weekly *sp*, thru Theo H. Segall Adv., San Francisco.
Pen-Jel Corp., Kansas City (Pectin), 5 *partic.* weekly, thru David Midlin Adv., Kansas City.

KPO, San Francisco

Look Inc., New York (magazine), 2 *ta* weekly, thru H. C. Morris & Co., N. Y.
United Drug Co., Boston (Rexall sale), 4 *t* weekly, thru Street & Finney, N. Y.
Lyon Van & Storage Co., Los Angeles (moving and storage) 4 *sa* weekly, thru Charles H. Mayne Co., Los Angeles.
Foreman & Clark, Los Angeles (clothing chain), 6 *sa* weekly, thru Martin Allen, Los Angeles.
Mutual Citrus Products Co., Anaheim, Cal. (powdered lemon juice), 3 *sp* weekly, thru Charles H. Mayne Co., Los Angeles.

WOWO, Fort Wayne, Ind.

Lugbill Bros., Archbold, O. (stockyards), 250 *sa*, direct.
Losman Co., Waterloo, Ind., 15 *sa*, direct.
Swift & Co., Chicago (ice cream), 20 *ta*, thru Stack-Goble Adv. Agency, Chicago.
Richman Bros., Cleveland (clothes), 59 *sa*, thru McCann-Erickson, Cleveland.
Allen S. Olmsted, Leroy, N. Y. (Allen's Foot Ease), 13 *sa*, thru Armand S. Weill Co., Buffalo.

Radio Advertisers

SOUTHERN PACIFIC Co. San Francisco, to promote its streamlined daylight train service between that city and Los Angeles, on May 15 started 13-week sponsorship of a weekly half-hour dramatic series, *All Aboard*, on KFI, Los Angeles. Series features original dramas written by Robert Redd. James Fonda is agency producer and Art Baker announces. Gordon Jenkins has the orchestra. Agency is Lord & Thomas, Los Angeles.

KRISPY KAKE KONE Co., Los Angeles (Frozen Drumsticks), new to radio, in a test campaign which ends July 27, is using six participations weekly in Stu Wilson's *Rise & Shine* program on KHJ, that city. Howard Ray Adv. Agency, Los Angeles, has the account.

DINA-MITE FOOD Co., Los Angeles (cereal), new to radio, in a nine-week test which ends July 4, is using six participations weekly in *Mildred Van's Open House* program on KMPC, Beverly Hills, Cal. Firm contemplates an extensive fall campaign, placing through Gil Kuhn Co., Los Angeles.

MARNEY FOOD Co., Los Angeles (Marco dog and cat food), consistent user of radio for eight years, on May 12 started a weekly quarter-hour program featuring John Clark, tenor, on KNX, Hollywood, for 52 weeks. Firm will expand its activity to include other California stations. Agency is Ivar F. Wallin Jr. & Staff, Los Angeles.

SOUTHERN California Edison Co., Los Angeles (public utility) has started sponsoring the twice-weekly quarter-hour transcribed appliance serial, *Leisure House*, on KVOE, Santa Ana, and KTKC, Visalia. Firm also contemplates adding other Southern California stations. Agency is Mayers Co., Los Angeles.

MORRIS PLAN BANK, Boston, is now sponsoring Fulton Lewis jr., MBS Washington news commentator, five times weekly on WAAB, Boston, 7-7:15 p.m. Account is handled direct.

KRUEGER BEVERAGE Co., Newark, on May 20 started David Lowe's *Hollywood Review* six times weekly on WNEW, New York, 12:30-12:45 p.m. in the interests of Krueger Root Beer and Tru-Ade orangeade. A. W. Lewin Co., Newark, is the newly-appointed agency handling the account.

TOWNE TALK Co., Los Angeles (Towne Topping), through Milton Weinberg Adv. Co., that city, on May 15 started for 13 weeks using four transcribed one-minute announcements weekly on KARM KMJ KROW KROY KWG. In addition the firm is sponsoring six-weekly participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood, and three-a-week in *Emily Barton's Morning Hostess* on KFRC, San Francisco.

LOS ANGELES BASKET Co., Los Angeles (berry baskets), seasonal user of radio, in a four-week campaign which ends June 14, is using five participations weekly in *Art Baker's Note Book* program on KFI, that city. Robert F. Dennis Adv. Agency, Los Angeles, has the account.

HERMAN SHUMLIN, producer of the Broadway show "The Male Animal," on May 14 started twice-weekly sponsorship of Transradio news on WOR, Newark, during the ten minutes preceding the WOR baseball broadcasts. Sidney Walton announces the news. Agency is Blaine-Thompson Co., New York.

BIG SPOT sponsor and an important exporter is Gruen Watch Co., so it was altogether appropriate that Benjamin Katz (left), its president, should participate in the first major broadcast of the new WLWO, 50,000-watt international shortwave adjunct of WLW, Cincinnati. Here he is shown being interviewed by Henley Hill, WLWO Spanish announcer, from the banquet celebrating Foreign Trade Week.

Airport Interviews

ROSCOE TURNER, speed flyer, is now a radio sponsor. As president of the Roscoe Turner Aeronautical Assn., he sponsors the *Airport Interview* program over WIBC, Indianapolis, Sundays, 10 to 10:15 a. m. Dick Noble interviews passengers of planes as they stop over en route from Chicago to New York, Washington and other eastern cities.

LLOYD K. HILLMAN Co., Los Angeles (used cars and financing), consistent user of Southern California radio, on May 24 started for 13 weeks sponsoring the weekly program, *Inside Views on Outdoor News*, on KMPC, Beverly Hills, Cal. Firm in addition on May 20 started for 13 weeks participation five times weekly in *Late Evening News* with Knox Manning, commentator, on KNX, Hollywood, and is also using a weekly half-hour participation in Al Jarvis' *Make Believe Ballroom* on KFWB, that city. Ted Dahl Adv. Agency, Los Angeles, has the account.

RICHMAN BROS. Co., Cleveland (men's clothing chain), on May 7 started a thrice-weekly schedule of 50-word announcements on WLS, Chicago. Contract is for 13 weeks. McCann-Erickson, Cleveland, is the agency.

B. F. GOODRICH Co., Akron (Goodrich Silvertown tires), has added Birmingham Barons games on WSGN, Birmingham, to its schedule of play-by-play baseball broadcasts [BROADCASTING, May 1].

DILLON SUPPLY Co., Raleigh, distributor of Allis-Chalmers farm equipment, has expanded its six-weekly program on WPTF, Raleigh, from 10-minutes to a quarter-hour with live talent headlining the *Crazy Teneseans*, popular singers formerly heard for Smith Douglas Co. (fertilizers).

RALADAM Co., Detroit, since May 1 has been adding to a large list of stations carrying five one-minute transcribed announcements weekly for 52 weeks in the interests of Marmola. Spot Broadcasting, New York, placed the business for Street & Finney, New York, the agency.

HYGIENIC PRODUCTS Co., Canton, O. (Hy-Pro liquid bleach), through N. W. Ayer & Son Inc., Philadelphia, on May 20 started for 13 weeks, participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Schalk Chemical Co., Los Angeles (Hydro Pura), in a 13 weeks campaign which ends Sept. 28, through Erwin, Wasey & Co., that city, is also using six weekly participations in those programs. Other new participating sponsors include Day & Night Heater Co., Monrovia, Cal. (water heaters), through Hixson, O'Donnell Adv. Inc., Los Angeles, for 23 weeks, ending Oct. 31; and A. H. Rude & Co., Los Angeles (General tires), through Continental Adv. Agency, that city, for eight weeks, ending July 6.

PROCTER & GAMBLE, Cincinnati (American Family soap and flakes) on May 20 started five-weekly quarter-hour transcribed *Your Gospel Singer* featuring Edward MacHugh on WBBM, Chicago. H. W. Kastor & Sons, Chicago, handles the account.

STAYNER Corp., San Francisco (Minra) on May 28 renewed its announcement campaign on three California stations—KFRC, San Francisco, KLS, Oakland, and KHJ, Los Angeles, for 13 weeks. Account is placed by Erwin, Wasey & Co., San Francisco.

FIRST NATIONAL Bank & Trust Co., Minneapolis, is sponsoring *Backgrounding the News*, with Harold C. Deutsch, Minnesota U history professor and World War I authority, analyzing current events in Europe, on WCCO, Minneapolis. The program is heard Monday, Wednesday, Friday, 10:15-10:25 p. m.

RALSTON-PURINA Co., St. Louis (stock feed), has renewed for 18 weeks its five-minute thrice-weekly *Voice of the Feedlot* featuring Al Tiffany on WLS, Chicago. Gardner Adv. Co., St. Louis, handles the account.

GEORGE PEPPERDINE Foundation, Los Angeles, which supports several homes for children and also the George Pepperdine College, on May 19 started for 26 weeks sponsoring the weekly half-hour Hal Styles' *Help Thy Neighbor* program, on KFWB, Hollywood. Program is credited with supplying jobs for more than 20,500 persons during the past three years, and was formerly sponsored on the Don Lee network. Styles, besides seeking employment for those appearing on the program, also asks wealthy listeners to contribute financially to the Foundation fund.

ANDREWS HEATER Co., Los Angeles (wall gas heaters), through Mortimer W. Mears Adv. Agency, that city, on May 15 started daily participation in the *Alarm Klock Klub* on KJBS, San Francisco, and *Daily Shopping Hour* on KLX, Oakland. In addition the firm is using thrice-weekly participation in the *Italian Hour* on KLS, Oakland.

FIRESTONE TIRE & RUBBER Co. of Canada, Toronto, has started four weekly live announcements immediately preceding baseball games on CKCL, Toronto. Account is placed by Russell T. Kelley Ltd., Hamilton, Ont.

PRIME MFG. Co., Milwaukee (electric fans), has started a 12-week campaign of thrice-weekly spot announcements following the 12:30 p.m. news broadcast on WLS, Chicago. Hoffman & York Adv., Milwaukee, placed the account.

SEVEN-UP BOTTLING Co., Los Angeles (beverage), is using a total of 175 spot announcements weekly on five Southern California stations—KNX KMPC KFWB KFOX KFVD. Glasser Adv. Agency, Los Angeles, has the account.

TRANSCRIPTION TOPICS by the LITTLE TAILOR

THAT RACCOON cap, Junior? That belonged to your great-grandfather Standard Radio, who was a famous pioneer in radio. The Boone to Radio, they called him.

FIRST HE blazed a trail with the Pop Supplement, then he discovered the Tailored Plan of Library Services, and then in May of '40 he entered a new field — SPOT-ADS. *(Our new transcribed - commercials - about - which - you've - heard - or - why - do - I - grind - out - this - drivel - every - fortnight!)*

I REMEMBER Grandpa Standard tellin' of that May in '40. That was when he pioneered a series of SPOT-ADS all about Used Cars, a kind of mortgage-covered wagon they had on every vacant lot in those days. Why, in that first month Standard sold so many SPOT-ADS to so many stations, who sold them right away to so many Used Car traders, that the green pictures of Abe Lincoln the natives used to exchange for food and Scotch, went flyin' back and forth. And everybody was mighty happy.

ANOTHER DARN good pioneer those days was Broadcast Music, Inc. That was the famous pioneer mother who that same May delivered a big brood of young tunes without the help of a bit of copyright! But Standard helped by sending out the new tunes to its Library Subscribers, who said the offsprings were well worth all B.M.I.'s travail.

YEP. In the dog days of '40, Grandpa Standard worked like one. Every mail brought a pile of letters saying: "Heard about your SPOT-ADS. How about some dope?" But folks weren't educated then like now, Junior. Imagine those stenographers putting a comma after *"some"*.

Are Your Transcriptions Up to Standard?

Standard Radio
TAILORED TRANSCRIPTION SERVICE
CHICAGO • HOLLYWOOD

TRANSCRIPTIONS

STANDARD RADIO has announced the following new subscribers to its Standard Library Service: WOL, Washington; WHBF, Rock Island, Ill.; WCAR, Pontiac, Mich.; WHDF, Calumet, Mich.; WOV, New York; WGTC, Greenville, N. C.; WTMC, Ocala, Fla.; WGRC, Louisville; W3XMC, Washington.

NORMAN SCHWARTZ, formerly of Transamerican Broadcasting & Television Corp., New York, has organized his own office in the Empire State Bldg., New York, to manage the dealer cooperative end of the Gruen Watch Co.'s transcriptions which he handled at Transamerican. Mr. Schwartz will supply dealers with the discs while McCann-Erickson, New York, continues as the agency handling the account.

CHARLES MICHELSON, producer of electrical transcriptions, has been named by Street & Smith Publications, New York, to handle sales distribution of its transcribed programs in the United States and Latin America. *The Shadow*, a Street & Smith release, sponsored during the winter on MBS by the Delaware, Lackawanna & Western Coal Co. for Blue Coal, has been prepared in serial form for sponsors. Nehi Inc. currently sponsors it on KCMO, Kansas City, for Royal Crown Cola, through BBDO. Also in preparation are *Bill Barnes* and *Nick Carter*, syndicated comic strips, for serial transcriptions.

FRED C. MERTENS & Associates, Los Angeles production unit, has started to produce a transcribed series built around the exploits of Jim Thorpe, famous Indian athlete.

Recorder's Spots

HOWARD RADIO Co., Chicago (recorder) has started a 13-week campaign of five-weekly spot announcements on WMCA, New York. More stations may be added in the future. Turner Adv. Agency, Chicago, handles the account.

Piping Programs to Luncheons

ROGER W. CLIPP, general manager of WFIL, Philadelphia, has arranged to have a special WFIL newscast piped into the dining hall for the benefit of his Rotary Club associates during their regular Wednesday luncheon sessions. A special repeat show of the regular 12:30 p.m. Tydol newscast is furnished by Al Stevens at 12:45 p.m. Dr. William Magee, local Rotary president, has reported a more prompt attendance at the meetings since start of the feature. WFIL also is arranging with the Poor Richard Club, Shrine Club, Lions, Kiwanis and other luncheon clubs to provide the same service.

Radio in the Barn

A "RADIO in the Barn Club" has been started by followers of the early morning *Bulletin Board* program on WLS, Chicago, conducted by George Menard. It is composed of listeners who have radios installed in their barns so they may hear morning farm topics while doing chores. WLS has printed membership certificates. American Fence & Wire Co., sponsors the *Bulletin Board*.

New Script-Disc Firm Is Formed in Australia

ARTRANSA Pty. Ltd., has been organized in Sydney, Australia, to act as a production unit for script and transcribed programs with R. E. Denison as chairman of the board. New firm has absorbed the American Radio Transcription Agencies, which imported thousands of American-made transcriptions in the last six years. Artransa likewise has absorbed production and distributive activities of Macquarie Broadcasting Service Pty. Ltd., though this organization will continue to produce programs for its own firm and for the Macquarie Network of 23 stations. Gordon W. Marsh, for several years manager of stations in Adelaide and Melbourne, but more recently an executive of Macquarie, has become managing director of Artransa. Dr. Ralph L. Power, Los Angeles, who has been American representative of Macquarie and American Radio Transcription Agencies, continues in that capacity for the former organization, as well as Artransa and the Australian Record Co.

Although wartime restrictions now prohibit importation of American made transcriptions to Australia, Dr. Power pointed out that American scripts may still be exported to that country providing advance financial arrangements are made for the transfer of funds through the government bank.

Ryan Joins KSCJ

RANDALL RYAN, president of the Nebraska Broadcasters Assn. and formerly of WIBW, Topeka, Kan., KMMJ, Grand Island, Neb., and recently of KORN, new Fremont, Neb., station, has joined KSCJ, Sioux City, Ia., as commercial manager, according to C. W. Corkhill, KSCJ general manager. Larry Coke, with Ryan at KORN, also has joined the KSCJ sales staff.

NBC on May 18, during its *Radio Guild Drama* program, 8:30-9 p.m., presented a preview of the half-hour serial program, *Me and Eddie*, offered to sponsors for weekly presentation by Gellatly Inc., New York. Gellatly recently announced that it had taken over Bromfield Associates, New York, and is preparing three works by Louis Bromfield—*The Farm*, as a quarter-hour five times weekly program; *At Early Autumn*, thrice weekly quarter-hour serial; *The Rains Came*, half-hour weekly broadcast.

VERNON CRANE, formerly conductor of the *Story Book* program for children on NBC, is preparing his stories for release by Columbia Recording Corp. First Crane story to be released as a Columbia record is "Mike, the Tough Little Tug-Boat."

Chizzini to Head Office in Chicago

FRANK E. CHIZZINI, assistant manager of NBC's radio-recording division, has been promoted to manager of radio-recording operations of NBC's Central Division, according to Sidney N. Strotz, vice-president in charge of the Central Division. Mr. Chizzini will officially take up his new duties in Chicago early in June.

Mr. Chizzini

In announcing the appointment, Mr. Strotz stated it was designed to enable NBC to participate more fully in the growing importance of Chicago as a transcription producing center. No other personnel changes in the Chicago radio-recording staff are contemplated at this time, it was said.

Mr. Chizzini joined NBC in 1934 as a member of the sales promotion department and shortly afterward was placed in charge of promotion for the network's transcription division, as it was then called. In 1935 he was transferred to this division as assistant to C. Lloyd Egner, manager, and he helped launch NBC's recorded library service, the *Thesaurus*, at the NAB convention in Colorado Springs.

For the last five years Mr. Chizzini has played a major part in building the division up to its present nationwide scope. For some time he has had almost entire charge of *Thesaurus* sales and has also devoted much time to the development of syndicated recorded programs and custom-built transcriptions.

A 1927 graduate of the School of Commerce of New York U, Mr. Chizzini served as assistant advertising manager of Public Service Cup Co., maker of Lily paper cups, and later as vice-president of the Robert E. Ramsay Organization, sales promotion firm. It was from the latter position that he came to NBC. In Chicago he will rank as department head, reporting directly to Mr. Strotz.

OIL . . . WHEAT . . .
CATTLE . . .
MINES . . .

Make Western Canada a Rich Sales Territory . . . NOW!

Oil has "come in" in Western Canada . . . production in her mines and smelters is rapidly increasing . . . farm crops have reached a new high, both in volume and price. All these things—together with the added impetus of huge war orders—are creating new wealth in the foothills of Western Canada. It is a good time to increase sales of established lines or to obtain a profitable market for new products.

Secure your share of this wealthy market by placing your programme on:

THE ALL-CANADA FOOTHILLS GROUP
(All Basic CBC Stations)

CKCK	REGINA, SASK.
CHAB	MOOSE JAW, SASK.
CJOC	LETHBRIDGE, ALTA.
CJAC	CALGARY, ALTA.
CJCA	EDMONTON, ALTA.
CJAT	TRAIL, B.C.
CKOV	KELOWNA, B.C.

First in Listener Preference
Write for Audience Figures

Representatives:

U.S.A.-WEED and COMPANY
CANADA - All-Canada Radio Facilities Limited

The Northwest's Best Broadcasting Buy

WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by
MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS
FREE & PETERS, INC. — Natl. Rep.

NEW POWER
Same RATES
5000
WATTS DAYS
WBNX
NEW YORK
1000
WATTS NIGHTS
The Station that Speaks Your Language

Four Programs Honored By Woman's Press Club For Outstanding Quality

WOMAN'S PRESS CLUB of New York has awarded certificates of merit to the *Ford Sunday Evening Hour*, *Town Meeting of the Air*, *One Man's Family* and *Gallant American Women* as outstanding programs of the year. Awards were presented May 25 at the club's last meeting of the season at the Hotel Pennsylvania, New York.

The *Ford Hour*, sponsored by Ford Motor Co. on CBS, was cited as the most outstanding musical program. In the public affairs classification, NBC's *Town Meeting* won the certificate "for the inspirational concept it inspires and its organizing ability in bringing together the united efforts of scores of international personalities." Marion S. Carter, director of the radio forum division of Town Hall, received the award for the program.

Awards for the most outstanding dramatic sketches were given *One Man's Family*, sponsored on NBC by Standard Brands, for Tender Leaf Tea, and *Gallant American Women*, produced by NBC and the U. S. Office of Education. Don E. Gilman, NBC vice-president in charge of the Hollywood division, accepted the Standard Brands award, and Amelia Umnitz of NBC and Philip Cohen, production director of the U. S. Office of Education, accepted the certificates for the other series.

Mrs. Minna Hall Carothers, retiring president of the club, presided at the "President's Program" meeting, and delivered an illustrated talk on "Advertising, Public Relations and the Customer", in which she stressed the value of radio advertising in addition to other media. Mrs. Joseph E. Goodbar, director of the Radio Survey Committee, presented the awards. Miss Belle C. Howard is chairman of the Radio Committee.

Ohio State U Catalogs Recorded School Series

CONDUCTING an appraisal of transcribed educational features, similar to that of school film libraries, the Evaluation of School Broadcasts at Ohio State U has received more than 400 recordings and transcriptions of an educational nature from manufacturers and producers, according to Dr. I. Keith Tyler, director of the project. It is planned to include the discs in a catalog to be issued this summer. The study was undertaken at the suggestion of Emily Haley, of the American Assn. of School Film Libraries.

J. R. Miles, conducting the appraisal study, is being aided by outside experts. Offerings are judged on the basis of content, structure, mechanical details, authenticity, timeliness and other points, with a final test of appeal and practical value to the teacher before a jury of school children. A synthesized evaluation is then to be compiled. The new catalog will be distributed to association members.

CHANGES in censorship regulations now allow Canadian broadcasters to report internal troop movements and to use, in addition to English and French, the native tongues of Scotland and Wales, Gaelic and Welsh, according to the Canadian Broadcasting Corp. station relations department.

Cabinet Firm Spots

DECORATIVE CABINET Corp., New York, on May 20 started quarter-hour participation six times weekly in the *Women's Matinee* program on WGR, Buffalo, in the interests of E-Z-Do furniture. The company also participates in Ed Fitzgerald's six-times-weekly program on WOR, Newark, and may add further stations this summer. Reiss Adv. Agency, New York, handles the account.

Movies Buying Radio Shows

BORIS MORROS, independent Hollywood film producer, has taken a motion picture rights option on the weekly half-hour program, *We, the People*, sponsored by General Foods Corp. (Sanka Coffee) on CBS. With Gabriel Heatter and Harry von Zell featured, he plans to make a picture based on the series. A major Hollywood film studio is also negotiating with Walter White, producer of the weekly half hour Mutual-Don Lee network program, *Nobody's Children*, to base a picture on that sustaining series. Program originates from the Los Angeles Children's Home Society nursery.

HONEYMOONERS in California are Harry Wismer, sports announcer of WJR, Detroit, and his bride, the former Mary Elizabeth Bryant, a niece of Mrs. Henry Ford. They were married last month in the Martha-Mary Chapel, which faces the Commons in Ford's famed Greenfield Village near Detroit.

John Rivers Buys WCSC

JOHN M. RIVERS, manager, will become complete owner of WCSC, Charleston, S. C., if the FCC approves an application filed May 23 for transfer of control from the Liberty Life Insurance Co., which also is licensee of WIS, Columbia, S. C. Mr. Rivers will acquire the station from the insurance company for $115,900. It is understood no change in the status of WIS, managed by G. Richard Shafto, is contemplated.

WCAD Lease Deal Dropped

PROPOSED lease of WCAD, Canton, N. Y., acquired several years ago by the *Watertown* (N. Y.) *Times*, has been relinquished and the newspaper has applied to the FCC for a new 500-watt station in Watertown on 1270 kc. The publisher of the *Times*, a trustee of St. Lawrence University, licensee of WCAD, had taken the lease on the station and had applied to the FCC for authority to move into Watertown. The deal was held up by litigation involving various other conflicting applications for facilities in Watertown.

KSD ON THE NBC RED NETWORK

KSD first in St. Louis

ON NATION-WIDE POPULARITY POLLS

KSD has a greater daytime population coverage area than any other St. Louis broadcasting station.

Gets full time

On 550 Kilocycles

In recognition of KSD's long record of service in the Middle West, the Federal Communications Commission has granted this station full time on the air, effective not later than July 1, 1940, with the privilege of broadcasting at any time during the day or night without interruption.

KSD NOW HAS FULL 24-HOUR ASSOCIATED PRESS NEWS SERVICE

KSD now has available the full 24-Hour Service of the Associated Press News. This is the first time any broadcasting station has had the full 24-hour rights to Associated Press. A separate wire system is being used, bringing dispatches direct to KSD news editors.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

WSIX
"The Voice of Nashville" Tennessee
Offers sponsorship of Trans-radio News broadcasts — "hottest" thing in radio with war raging. Wire for rates and time.
Mutual Broadcasting System
HEADLEY-REED CO., NATIONAL REPRESENTATIVE

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts
EXTRA MILLIONS OF DOLLARS!
The peak business season approaches . . . in Asheville and Western Carolina. Summer brings throngs of visitors . . . with millions to spend! Right now, schedule your sales messages over WWNC — sole blanket coverage of this bright spot!

LANG-WORTH planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave. New York

WHOM
BROADCASTS 5½ hrs. daily in Polish to over ½ million Poles — in addition to Italian-German-Yiddish-Spanish.
Get Details
JOSEPH LANG, Mgr.
29 W. 57th St. N. Y. City
A FAIR WORLD IN ITSELF

Moosic

"MY COWS like to listen to the radio, and they give more milk when listening," reported A. V. Gabelman, Nebraska farmer, recently, to Art Thomas, manager of WJAG, Norfolk, Neb. "I have had a radio in my barn for four years and turn it on when I go to the barn. When it is time to milk, I turn up my radio. The cows in the yard hear it and, without any call from me, come into the barn to be milked. About a year ago, the radio was out of order for about two weeks, and the cows gave less milk than usual. I told the repair man to hurry the repairs on my set, as it was costing me money every day it was out of use. This is no joke. If I had to give up one of my sets, it would not be the one in the barn. I believe it would pay every man with milk cows to buy a set for the barn."

New York City Adopts Drug - Cosmetic Penalty

FAILURE to change advertising copy on five days' notice from the Commissioner of Health of New York City that he considers the advertising of any drug, device or cosmetic false or misleading, exposes a broadcaster, publisher or advertising agency to a fine up to $500 or imprisonment up to one year or both under a new Article 8 of the city's Sanitary Code, which becomes effective July 1. The article, which was adopted without hearing of any kind, contains among its list of prohibited acts, the following, which is sub-section 12 of section 133:

12. The dissemination of any advertisement relative to any drug, device or cosmetic which is false or misleading. No publisher, radio broadcast licensee, advertising agency, or agency or medium for the dissemination of advertising, except the manufacturer, packer, distributor or seller of the commodity to which the false or misleading advertisement relates, shall be deemed to have violated this article by reason of the dissemination by him of any false or misleading advertisement, unless (a) he has refused, on the request of the Department of Health, to furnish the said Department in writing with the name and post office address of the manufacturer, packer, distributor, seller or advertising agency, who caused him to disseminate such advertisement, or (b) he continues disseminating such false or misleading advertisement five (5) days after service upon him, exclusive of the day of service, of a notice by the commissioner of health to discontinue disseminating the false and misleading material contained in the advertisement. Service of such notice may be made either (1) by delivering a copy thereof to the person to be served, or to a member of the partnership to be served, or the president, secretary or other executive officer or a director of the corporation to be served; or (2) by leaving a copy thereof at the residence or principal office or place of business of such person, partnership, or corporation; or (3) by registering and mailing a copy thereof to such person, partnership, or corporation at his or its residence or principal place or office of business. The return post office receipt for said notice registered and mailed as aforesaid, shall be proof of the service of same.

LOWELL THOMAS, NBC commentator, was awarded the bicentennial medal of the U of Pennsylvania at the annual Hey-Day exercises May 17 because of "his international reputation as an author, lecturer and radio commentator and his interest in those three activities."

ENTERING Honolulu harbor, James Wyatt, news commentator of KOIN, Portland, Ore., is shown here on ship board offering a pineapple juice toast to his wife at the beginning of their two-week visit with friends on the islands.

300 WOMEN ENTER WJR PRIZE SERIES

MORE than 300 women in the WJR area have ambitions to be "Mrs. Page for a Day" while the station's household editor is on her vacation in June. All of these listeners to Mrs. Page's daily broadcast have written scripts and from these, 12 winners are being selected. Winning contestants will have their expenses paid to Detroit and each will receive a fee of $10 and a transcription of the broadcast. The selections will be made on the basis of script only and there will be no voice auditions.

When the plan was suggested by Owen F. Uridge, assistant general manager of WJR, Mrs. Page, who is Ruth Franklin Crane in private life, thought the idea good but doubted that suitable scripts would be submitted. She believed it would be necessary to do a little hand picking. To her great surprise the majority of the papers sent in have been of high merit and the editor is having a tough time narrowing down the list to 12. It has now been decided to buy a large number of the scripts to be used on programs when Mrs. Page returns from her vacation.

The Mrs. Page program has been on WJR for more than 10 years and is one of the station's outstanding success stories. While columnists decry long commercials, Mrs. Page has gone on her way with "nothing else but". She limits the number of clients and accepts no product for sponsorship until she has given it a thorough personal test. For several years the program has had a waiting list. One sponsor, Ohio China Co., has been on the program from the start and uses practically no other form of advertising.

ACA ANSWERS DIES COMMUNIST CHARGE

IN AN "open letter" to the Dies Committee, charging its chairman, Rep. Martin Dies (D-Tex.), with "union-busting", Edgar T. Darlington, of the engineering department of WFIL, Philadelphia, came to the defense of the American Communications Assn., CIO union.

Mr. Darlington protested purported "distortions and misstatements of fact" of Chairman Dies in a radio speech alluding to testimony of Fred Howe, former secretary of ACA Local No. 2. Mr. Dies had referred to statements purportedly made by Mr. Howe of the existence of more than 100 Communists in ACA, particularly among ship operators.

Mr. Darlington protested what he described as the "inference created in the public mind by the radio speaker's reference to the Fifth Column entrenching itself in certain labor unions, although the speech singled out ACA for solitary (if not honorable) mention." He asked why the rebuttal testimony of Mervyn Rathborne, ACA president, "in refuting the wild remarks that Mr. Dies chose to quote" was not given at least equal weight. He said that the incident bears all the earmark of a "union-busting" expedition.

Fire at WMAQ Controls

FIRE which broke out in the power control panel of the WMAQ transmitter at Bloomingdale, Ill. on May 22 put the station off the air 29 minutes, from 10:55 to 11:24 a.m. Three programs, *Guiding Light*, *Kitty Keene* and *The O'Neills*, were affected. The actual blaze was under control in five minutes due to quick work with the chemical extinguishers by W. R. Lindsay and R. E. Fitzpatrick, engineers. Cause of the fire has not been determined. Actual damage to control panel was slight.

RCA MFG. Co., Camden, N. J., has announced the sale of the following equipment: WAVE, Louisville, 5-DX 5 kw. transmitter, contingent on FCC approval; WTHT, Hartford, 250-K 250-watt transmitter, contingent; General Television Corp., Boston, 100-F transmitter; WHUB, Cookeville, Tenn., 250-K transmitter.

WMBG, Richmond, Va., has installed its new 5,000-watt RCA 5-D transmitter, and is now installing an RCA 1,000-watt emergency transmitter. The station also has installed an emergency 25,000-watt KR Wilson generating plant at the transmitter, and a 2,500-watt Eicor generator has been ordered for studio emergencies.

1000 — STREAMLINED — Watts
(Daytime)
WCAE
"In the Heart of the Motor Industry"
PONTIAC — — MICHIGAN

in the CONTROL ROOM

HERTBERT M. HUCKE, former communication engineer with the Civil Aeronautics Authority, has been appointed manager of aviation radio sales of RCA Mfg. Co., Camden. Mr. Hucke, a graduate of the Polytechnic College of Engineering of Oakland, joined the RCA sales staff in San Francisco, later acting as sales representative for RCA radio tubes in coast cities. In 1931, he was appointed a radio engineer of Pacific Air Transport, and in 1935 became chief communications engineer of United Air Lines.

MELVIN STICKLE has succeeded George Luckey as chief engineer and Bryant Wyre has been added to the engineering staff of WORL, Boston. Luckey has gone to Los Angeles on a two-month leave of absence.

RICHARD A. RATH, formerly control operator of WBNY, Buffalo, is now communications operator with Civil Aeronautics Authority at Pembina, N. D.

W. H. ALLEN, RCA territorial representative in the New York Area for tubes and parts, has been transferred to RCA's Camden headquarters to assist Fred. D. Wilson, manager of field sales activities.

OLIVER H. MACKLEY, formerly of the WMBD, Peoria, engineering staff, on May 27 joined RCA as factory representative covering ten midwestern States.

PAUL G. FRITSCHEL, General Electric engineer, on May 23 addressed the Cleveland section of the Institute of Radio Engineers and presented an FM demonstration in the WHK studios. Two small RCA FM transmitters and Stromberg-Carlson and RCA home receivers were used in the demonstration.

BLAIR THRON, formerly of WPG, Atlantic City, and Bill Watson have joined the engineering staff of WTRY, Troy, N. Y.

JAMES McBRIDE, of the engineering staff of WMBG, Richmond, Va., and Lillian Pierce recently announced their engagement.

JIM FORD has joined the engineering staff of WMMN, Fairmont, W. Va., succeeding Joe Harr, who resigned to become chief projectionist at the new Lee Theatre in Fairmont.

AL PECOLA, engineer of WHK-WCLE, Cleveland, is the father of a girl born May 15.

ROBERT HOPPER, engineer of KTSA, San Antonio, is the father of a boy born early in May.

FLOYD JONES has been added to the technical staff of WFBM, Indianapolis, as relief engineer.

JAMES R. BIRD, control operator of Texas State Network, on May 19 married Jane Collins.

ROBERT DeHART, engineer of WEEI, Boston, is the father of a girl born May 20.

HARRY BUBECK, sound effects man of NBC-Chicago, is the father of a girl born May 21.

MORRIS BERTSCH, formerly with KQW, San Jose, and KFBK, Sacramento, has joined the engineering staff of KYA, San Francisco for vacation relief.

LYMAN SWENSON, WCCO, Minneapolis, engineer, is the father of a baby boy, David, born in late May.

VOICE WAS RIGHT
But President's Speech Was Not, WHN Finds

ONE of those mixups that sometimes occur for no explicable reason popped up in connection with the broadcast of President Roosevelt's message to Congress May 16. WHN, New York independent station, had arranged to pick up the address from NBC.

About five minutes before the scheduled time, WHN engineers heard a voice on their NBC channel say, "We take you now to the White House", and although that seemed like a last-minute change in plans, they immediately put it on the air. For the next few minutes they listened with bewilderment as the President talked, not about the war, but of the drought and of farm conditions.

When he at length referred to "tomorrow" as Labor Day, they checked NBC and discovered that by error WHN had been receiving a record of a talk made several years ago which NBC was playing for a professor from Purdue U, who was making a study of the presidential voice. NBC immediately switched WHN to the right channel, just in time for them to get the introduction of the President in person before he began his request for a special appropriation for national defense.

Fresno Toads

ENTERING a competitor in its own name, KARM, Fresno, Cal., recently stole some of the thunder from its local competitor, KMJ, NBC outlet which held exclusive broadcast rights for the annual Toad Derby of Coalinga, Cal. Whether KARM's toad won, placed or showed has not been reported by KARM Manager Jerry Kilgore.

McDOWELL Service Co., Welch, W. Va., recently granted a new local broadcasting station on 1310 Kc., has placed an order for complete Gates Transmitting Equipment.

Grace Anderson

MRS. GRACE ANDERSON, noted Arizona aviatrix, who was killed at Phoenix May 19 when her plane plummeted to earth following a mid-air crash with another craft, was a former employe of KTAR, having served in the station's commercial department for nearly two years. She was the wife of Arthur C. "Andy" Anderson, dean of Arizona radiomen, who is chief technician of the Arizona Broadcasting Co. The plane which cracked up was often used by Anderson for hurried trips to various Arizona cities with radio stations affiliated with the ABC network.

Glade Chief Owner of KSUB

EARL J. GLADE, general manager of KSL, Salt Lake City, is now chief stockholder in KSUB, Cedar City, Utah, as a result of FCC approval of reorganization of the operating company due to the death of Harold Johnson, former partner in the enterprise with Leland M. Perry. Mr. Glade owns 42.3% of the stock. Mr. Perry, who continues as president and manager, owns 28.2%. The remainder is held in blocks of less than 10% each by various other Utah residents.

ATTENTION!!

100 - 250 WATTERS

For the first time in the history of the radio industry Gates American has designed and manufactured a complete 100 and 250 watt broadcast transmitter that sells for less money than the parts cost plus a small amount of labor for a composite transmitter.

This simply means that those broadcasters both new and old that would otherwise build their transmitters to save can now buy the Gates S251 Economy Transmitter completely built, with all research taken care of, with a one year guarantee and have a transmitter that is as modern as tomorrow for no more money than composite transmitter cost.

With the North American Alloçations Treaty now a reality, established stations needing new equipment will want to investigate the S251, while new broadcasters will welcome the economy in purchase offered by the Gates S251 Economy Line of broadcast transmitters.

GATES
QUINCY, ILLINOIS, U.S.A.
AMERICAN CORPORATION

FM Order Seen As Facsimile Aid

Finch Looks for Quick Growth Following Action by FCC

SWIFT expansion of facsimile, by virtue of the FCC's action May 20 in allocating to FM 40 wide-band channels, was predicted May 21 by W. G. H. Finch, president of Finch Telecommunications Inc. and former assistant chief engineer of the FCC.

By authorizing commercial FM on wide-band channels, Mr. Finch pointed out that multiplexing of facsimile transmissions simultaneously on the same channel without interference, immediately becomes possible. He predicted that with the development of FM, application of facsimile to every-day broadcasting and public use can be expected.

Sees Quick Growth

The inventor of his own system of facsimile, Mr. Finch has operated W2XBF in New York since 1935, transmitting facsimile experimentally. Since then his company has licensed more than 30 stations for experimental facsimile, including several 50,000 watters.

"In 1937," Mr. Finch said, "the National Resources Committee included facsimile transmission as one of the few very important inventions at that time which might soon be widely used with resultant significant social influences. They forecast, at that time, that the new wonders in the field of communication seemed likely to be commonplace even within our lifetime.

"The present developments are hailed by our company, pioneers and dominant factors in the field of facsimile transmission, because we expect that facsimile transmission will become a commonplace not within the space of a lifetime, but within a space which can be measured by months."

GE Demonstrator for FM

TO DEMONSTRATE the merits of FM, General Electric Co. has designed for its dealers a standard receiver, equipped for both AM and FM reception, which includes two wireless record players together with an electric razor or other convenient noisemaker. With the volume control adjusted to the same level on either band, the local interference drowns out the AM signal but does not affect the FM transmission. Customers, according to dealers, are visibly impressed by this demonstration.

- When you see the Above Coat of Arms You Think of Nova Scotia

When You Think of Nova Scotia You Must Think of

CHNS

The Key Station of the Maritimes at Halifax

Rep: WEED & CO.

FM PIONEERS who are fashioning the future of the new commercial aural broadcasting medium, as they conferred during the history-making hearings before the FCC March 18-28, see their wishes fulfilled in the sweeping allocations order two months later. The executive committee met in New York, together with chief counsel for FM Broadcasters Inc., Philip G. Loucks, at a planning session May 27. Above (l to r) are J. R. Poppele, chief engineer of WOR and chairman of the engineering committee; Paul W. Morency, WTIC, Hartford; Walter J. Damm, WTMJ, Milwaukee; Dr. Franklin Doolittle, WDRC, Hartford; John Shepard 3d, president of FM Broadcasters Inc.; Dr. C. M. Jansky Jr., consulting engineer; John V. L. Hogan, consulting engineer; Paul A. deMars, technical director, Yankee Network.

FM Advocates and Pioneers Hail Action of the FCC . . .

MAJ. EDWIN H. ARMSTRONG
Inventor of FM

THIS decision means a new era in practical broadcasting. Those who took part in the proceedings in which the status of FM was examined last March by the Commission felt at that time that the readiness of the system for public use had been established beyond question. The prompt recognition of this fact by the Commission and the provision of the necessary frequency space to permit the system to expand means that before the summer's end many sections of the country will have the benefit of radio without static. It means also that the manufacturers can now proceed with certainty along a well-defined path which will lead to new high standards of performance and to a most tremendous production.

DR. W. R. G. BAKER
Manager, Radio & Television Dept.
General Electric Co.

AS ONE of the pioneers in the development, design and manufacture of frequency modulation transmitters and receivers, General Electric is greatly interested in the decision of the FCC to allocate a definite frequency band to this new system of broadcasting. General Electric has, for a number of years, carried forward a research and development program on frequency modulation and has already made available FM transmitters and receivers. This decision of the FCC will undoubtedly stimulate further research and development of frequency modulation systems.

FRANKLIN M. DOOLITTLE
Owner, WDRC, Hartford

THE Commission's decision clears the way for a radio broadcast service of a new order of excellence. Frequency modulation will provide staticless, high-fidelity radio reception to countless listeners who now receive only indifferent radio service. The broadcasters of the country now have the opportunity of giving the public the benefits of Maj. Armstrong's epoch-making invention.

JOHN V. L. HOGAN
Pioneer Inventor
President, WQXR, New York City

OPENING up of new allocations for FM broadcasting offers a tremendous opportunity to supplement the present broadcast service. It also presents an opportunity for the furtherance of facsimile broadcasting for the home via the "multiplex" method of simultaneous voice and facsimile transmission on the same channel. Both FM and facsimile will have a tremendous influence on the American people in the years to come.

DR. RAY H. MANSON
Vice-President & General Manager
Stromberg-Carlson Telephone Mfg. Co.

STROMBERG-CARLSON is more than pleased with the Commission's decision. We feel that it will result in a definite increase of business, putting many people back to work in both the manufacturing and broadcasting fields of the industry. The new and improved system offered by FM gives us an opportunity to manufacture these new FM receivers for the "replacement market," thus stimulating trade to a considerable degree and expanding the radio industry.

J. R. POPPELE
Chief Engineer, WOR, Newark

THE decision by the Commission is a logical development in the progress of radio broadcasting which offers a growth and stimulus to the radio business unequalled in many years. The superior advantages of FM, both for listeners and broadcasters, may now be permitted full rein through the foresight of the FCC in giving FM definite frequency allocations and room in which to grow.

JOHN SHEPARD 3d
President, FM Broadcasters Inc.
President, Yankee-Colonial Networks

I FEEL that the Commission's report is a fine one and certainly it is in line with the evidence presented at the recent hearing. The Commission, I feel, has shown excellent judgment.

CHARLES M. SREBROFF
President
Radio Engineering Laboratories Inc.

THE Commission is to be congratulated upon its decision. Anticipating FM as an inevitable development in the art of broadcasting we at REL, for years have been organizing ourselves to meet the FM demands of the broadcasting industry.

for

CENTRAL ILLINOIS

Good things come in pairs. (1) One of America's three richest agricultural markets. (2) One of America's best sectional radio stations. Try WJBC. 1200 Kilocycles — 250 W.

WJBC

BLOOMINGTON, ILL.

RCA'S FM POLICY BEING FORMULATED

WHILE RCA has made no formal announcement regarding its plans in connection with FM, it is reliably reported that the company will participate in the development, including transmitter and receiving set manufacture as well as in FM transmission through its subsidiary, NBC.

Thus far, while preliminary conversations have been had with Maj. Edwin H. Armstrong regarding possible negotiation of a license to manufacture under his FM wide-swing patents, apparently RCA has not yet definitely determined its precise course. RCA claims ownership of certain FM patents and it may ultimately decide to undertake manufacture under those patents, rather than negotiate an Armstrong license, as have several other leading manufacturing companies, including Western Electric, General Electric, Westinghouse, Radio Engineering Laboratories and Stromberg-Carlson.

It was indicated that RCA engineers and patent counsel are studying their patent structure to determine whether the company should embark upon its own FM production. There were assurances, however, that it would engage in FM manufacture and sale of both transmitters and receivers early in the development.

Jewel Stores Quiz

JEWEL FOOD STORES, Chicago, on May 24 started 26-week sponsorship of *Melody Postman*, program featuring a musical quiz game, on WMAQ, Chicago NBC-Red affiliate, Fridays, 6:45-7 p. m. (CST). McJunkin Adv. Co., Chicago, handles the account.

Elman Sues Film Firms

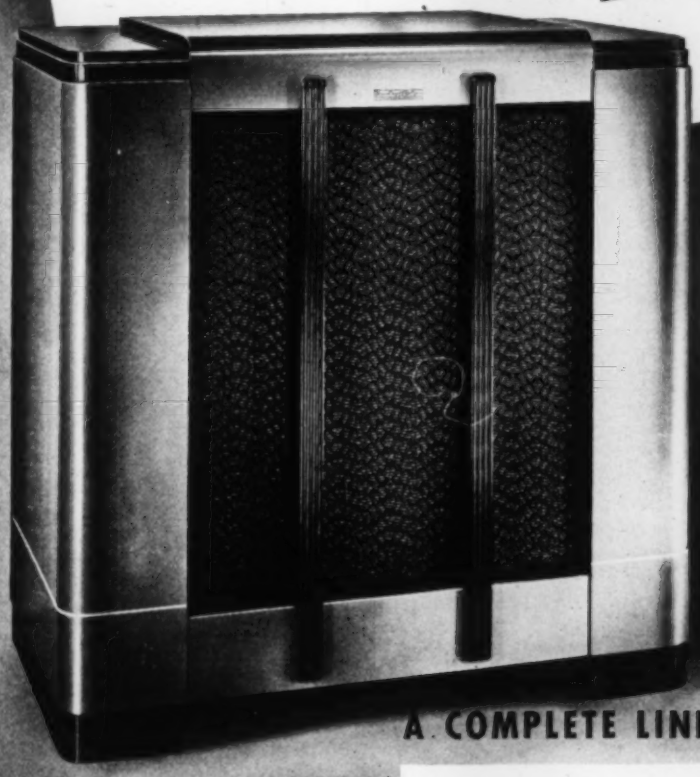
DAVE ELMAN, producer of the *Hobby Lobby* programs, recently sponsored on CBS by Fels & Co., on May 13 filed suit for damages and an accounting of profits against Warner Bros. and National Screen Service in New York Supreme Court, claiming that the film "Everybody's Hobby" simulates his program in its presentation and "unfairly competes" with the program.

Memo to Broadcast Engineers—

The Exceptional WIDE RANGE of this New Stromberg-Carlson Speaker Makes it

★ **ESSENTIAL for FM MONITORING**

★ **UNEQUALLED for AM MONITORING**



MODEL NO. 35
MONITOR SPEAKER

PATENTED LABYRINTH AND DUAL COAXIAL CARPINCHOE SPEAKER SYSTEM BRING YOU THE UTMOST OF FM'S INCREASED FIDELITY

This new Stromberg-Carlson Speaker has an audio range to meet *every* monitoring need. It gives new perfection to AM broadcasts. It brings you the utmost of the extra fidelity of FM broadcasts . . . thanks to the patented Labyrinth that not only overcomes "cabinet boom" but assures true bass response and to the Dual Coaxial Carpinchoe Speaker System that delivers more accurate treble tones than ever before heard from radio. Housed in a beautiful modern cabinet finished in metallic Beige lacquer with black trim. Mail coupon for complete details. Net price to broadcasting stations $83.70 f.o.b. Rochester, N.Y.

Ready Now—

A COMPLETE LINE OF FREQUENCY MODULATION RADIOS

THE LABYRINTH in this Stromberg-Carlson Speaker in effect multiplies the baffle area available for the speaker. In addition, the long tube of the Labyrinth properly loads the speaker for most effective operation at high volumes.

Two speakers are used in the Coaxial System, both operating on the same axis. This makes possible the reproduction of high and low tones in proper balance.

When we say that Stromberg-Carlson is *ready* with a *complete* line of FM receivers, we mean this in the full sense of the words. Ready with a complete selection of radio and radio-phonograph models in a wide price range! Ready with completely seasoned merchandise that has again and again proved its worth in demonstrations before radio engineers, the press and the FCC itself!

The very fact that Stromberg-Carlson FM receivers have been repeatedly selected to demonstrate Frequency Modulation reception before such critical and authoritative groups is indisputable evidence of Stromberg-Carlson's leadership in this new field.

That Stromberg-Carlson should occupy such a position is only natural. No other radio manufacturer has had such long and varied experience in the making of instruments for the transmission and reception of sound. And no other manufacturer can match Stromberg-Carlson's months of successful manufacture of FM receivers.

All Stromberg-Carlson FM equipment is licensed under Armstrong Wide-Swing Frequency Modulation patents.

THERE IS NOTHING FINER THAN A

Stromberg-Carlson

STROMBERG-CARLSON TELEPHONE MFG. CO.
269 Carlson Road, Rochester, N.Y.
Send full details of Model No. 35 Stromberg-Carlson Monitor Speaker.

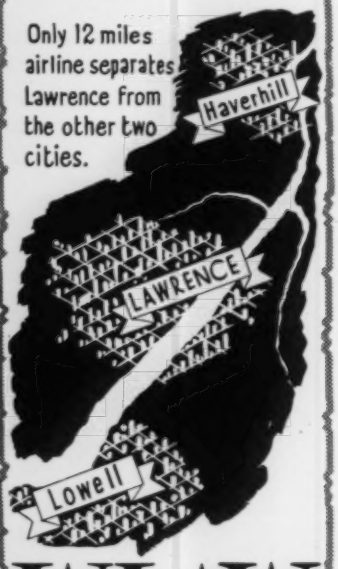
Name .....

Street .....

City ..... State .....

3 BIG cities with but a *single* voice!

Only 12 miles airline separates Lawrence from the other two cities.



WLAW
1000 WATTS

WLAW
680 Kilocycles

WLAW
664,700 Population

WLAW
LAWRENCE
MASSACHUSETTS

Represented by
FURGASON & WALKER, INC.

Purely PROGRAMS

DEDICATED to the progress of American aviation, WCAU, Philadelphia, on June 15 will start an extensive public service promotion to foster air-mindedness. According to Dr. Leon Levy, WCAU president, the project will include establishing a new department at the station to handle various activities expected to grow out of the undertaking.

Present plans call for a WCAU Aviation Club to aid amateur flyers, with a special junior division for youngsters of model aircraft age, a permanent exhibit of aviation materia in the WCAU Bldg. and inauguration of two weekly broadcast series—a visual club meeting on Saturday mornings for youngsters and a Saturday evening program for adults. The project already has been assured cooperation of the four major airlines operating out of Philadelphia, the Civil Aeronautics Authority, Army, Navy and National Guard, Philadelphia Model Airplane Assn. and flying and ground schools in the Philadelphia area.

* * *

Quaker City Quiz

NEW musical stump-the-experts show, *Let's Face the Music*, starts June 5 on WFIL, Philadelphia, under sponsorship of the *Philadelphia Record*, which also sponsors another quiz show, *Nine O'Clock Scholars*, on WIP. From June 19 on the program will originate from Robin Hood Dell during summer symphony concerts. Conductors and soloists at the Dell concerts will be guest experts each week, with Ed Schloss, *Record* music critic, as "teacher" and Jimmy Craven, of the *Record*, and Dr. Guy Marriner, Franklin Institute director of music, as regular experts.

* * *

Religious Roundup

SUPPLEMENTING its CBS religious broadcasts, WCCO, Minneapolis, in mid-May started a quarter-hour local religious feature, *Religious News Reporter*, under auspices of the Minneapolis and St. Paul Round Tables of Christians and Jews. With Rev. Carl F. Zietlow, executive secretary of the Minneapolis organization, as reporter on the program, the series features the activities of Twin City and State religious groups.

* * *

Mere Man Speaks Up

KARM, Fresno, Cal., recently launched a show, *Notes for Milady*, which features music and comment on home economics, fashions and feminine subjects from a man's point of view. Jack Clawson, KARM musical director, is m.c. on the program, which is released Monday through Friday.

* * *

Rhythmic Solace

A SERIES of programs devoted to poetic readings with organ background, featuring Allen Franklin of the station's announcing staff, has made its debut on WJJD, Chicago. Allen writes all material used on the broadcasts. Series is titled *Cozy Corner*.

Dial Trouble

COLLABORATING with the Radio Servicemen's Assn. of Utah, KLO, Ogden, has started a weekly quarter-hour, *Behind the Dial*, presenting transcribed music and layman's explanations of what goes on behind the radio dial and what to do when something goes wrong. Theme of the program is "Call your radio serviceman for better service from your radio". Bill Kilmer writes and produces.

Doll Tales

A NEW TYPE of children's program, which has received endorsement of PTA officials, educators and civic leaders, has been started on KOA, Denver. Titled *Loahna & Her Dolls*, the weekly quarter-hour is a distinct departure from the ordinary run of children's entertainment. Featured is 13-year-old Loahna, a collector of dolls from all parts of the world. On each program she relates the story of one of her dolls. In addition she also corresponds with girls her own age in various foreign countries. During the broadcast she weaves in interesting comments from them. Three college girls, who identify themselves as We Three, liven the program with poetry.

* * *

Recorded Accompaniment

YOUNG singers of popular songs are auditioned on the air accompanied by their favorite orchestras via recordings during the weekly half-hour program, *Sing With Your Favorite Band*, sponsored by Kay's Beverage Co., Los Angeles (fruit beverages), on KMPC, Beverly Hills, Cal. Series started in early May for 13 weeks, and is designed as a showcase for promising vocal talent. Mort Werner is m.c. and producer. Firm is also sponsoring a weekly half-hour dramatic show, *Club Theatre*, on that station, and on May 30 started using four spot announcements a week during the Hollywood Turf Club racing season on KFWB, Hollywood. Wm. Berg Adv. Agency, Los Angeles, has the account.

NEAT commercial "plug" was inserted on a recent *Man on the Street* program, which Ward Adams (left) conducts on WRVA, Richmond, Va., for Streitman Biscuit Co. Before air time, Ward gave several youngsters samples of the sponsor's product. When time came for the usual commercial, Ward substituted the spontaneous natural comment of the samplers—here commenting as they sample.

* * *

Rural Arizona

THE *Arizona Farmer*, Phoenix, only farm newspaper published in that State, in late May started a five-weekly half-hour program, *Dinner Bell*, on 3 Arizona Network stations. Series originates from KOY, Phoenix, with Les Mawhinney as producer. Besides an array of singers and musicians, plus a cowboy band, the secretary of the State Farm Bureau is featured on Mondays, with the broadcast originating from Arizona U on Tuesdays. The Arizona Cattle Feeders Assn. takes over on Thursdays, with the Arizona Wool Growers Assn. featured on Fridays. Ernest Douglas, editor of the *Arizona Farmer*, appears thrice-weekly.

* * *

Radio Editors' Quiz

C. J. INGRAM, radio editor of the *Jersey Journal*, Jersey City, has been selected as m.c. for the new quiz program currently in preparation by Hyla Kiczales, general manager of WOV, New York, in which 35 radio editors in the New York area will have an opportunity to answer questions about the broadcasting business. Three radio editors will be scheduled each week to answer the questions submitted by listeners. According to WOV, several sponsors are interested in the program, details of which will not be announced until later in June.

* * *

Baby Royalty

BIRTHS are heralded in regal setting, with fanfare and ceremony, including appropriate individual sonnets by the Royal Post and other court functionaries, on the daily quarter-hour, *His Majesty, the Baby*, on WSPD, Toledo, O.

A NEW NBC MARKET

WSJS

WINSTON-SALEM, NORTH CAROLINA

EFFECTIVE JUNE 26 — BOTH RED & BLUE

A new and rich market for NBC advertisers . . . in the heart of the South's great tobacco growing, marketing and manufacturing area!

REPRESENTED BY: HEADLEY-REED COMPANY

After the Broadcast

LISTENER forums are being held in San Francisco under the direction of Jennings Pierce, director of education for the Western Division of NBC and in cooperation with the American Bar Assn., represented by Attorney Henry Nathan. The forums are held after the regular Monday afternoon broadcasts of *Youth in the Toils* on KGO and NBC-Blue. They are designed to aid national efforts to help young people who get into trouble with the law. Key people of the San Francisco bay region gather to listen to the broadcasts and remain to discuss its effectiveness following the program.

* * *

Where They're Biting

TO AID anglers in planning weekend fishing trips, WPTF, Raleigh, N. C., has started a Thursday night series, *Fishing for Fun*, sponsored by T. H. Briggs & Son, local sporting goods dealer. Informal chatter between two staff Izaak Waltons covers pertinent information on fishing conditions and runs at various North Carolina lakes and ocean spots, bait, boats, tourist accommodations and auto routes, along with a complete weekend weather forecast. The program also presents an analysis of results of the previous week's suggestions.

* * *

Youth's Queries

PROBLEMS of the day are discussed by young college men representing different religious denominations during the weekly half-hour, *Youth Demands an Answer*, on KFWB, Hollywood. Series, presented under auspices of the University Religious Conference, with Gilbert Harrison in charge, includes religious and civic leaders as guests. Broadcasts are unrehearsed, with participants starting their round-table discussions ten minutes before broadcast time and continuing through.

* * *

Is That Me?

"HEAR Yourself on the Air" is the theme of the new series of quarter-hour daily programs, *Echo Interviews*, on WHOM, Jersey City, cooperatively sponsored by the Allied Personal Loan, Roseland Ballroom and Home Recording Co. The program features Ray Green and "man in the street" interviews which have been electrically transcribed the day previous to the broadcast. Each person interviewed receives a card telling him that he can hear himself on the air the following night.

* * *

All About WPA

HIGHLIGHTING the accomplishments of the professional and service division of the WPA, KROW, Oakland, Cal., has started a new feature, *This Work Pays Your Community*, under direction of Nils Aanonsen, Alameda and Contra Costa County district WPA manager. The program acquaints listeners with "white collar" WPA projects in contrast with the better known public works projects.

* * *

Budget Vacations

CHICAGO Motor Club has made a tieup with WLS, Chicago, whereby Bob Force, of the club's staff, appears weekly on the *Feature Foods* program to discuss budget vacation trips. Points of interest, approximate costs, and an invitation to answer any question listeners may have regarding routing are covered.

Power of Youth

FOUR local high school students with an idea now have their own commercial program, *Youth Speaks*, on WORC, Worcester, Mass., sponsored by L. F. Harris Inc., local Chrysler distributor. Selling the station management on the idea that a program about youth, by youth and for youth would draw listeners, the lads produced their first show along these lines and got a sustaining spot on the station. Recently they got their sponsor. The program consists of interviews with young people in the news, those with unusual hobbies or talents, or human interest stories about girls and boys, along with sports and school news. The production quartette includes Donald Klein, announcer, Earle McCall, sports commentator, George Baxter, who handles interviews, and Roger Perry, covering local news.

At the Grange

COVERING various Grange meetings in Southern Wisconsin with its portable recording equipment, WCLO, Janesville, Wis., has started *A Night at the Grange* on a weekly basis under sponsorship of the Harris Stores, of Janesville and Beloit. With Lyell Ludwig as m.c., the program includes a 30-minute quiz of Grange members and commercials by the sponsor's personal representative.

* * *

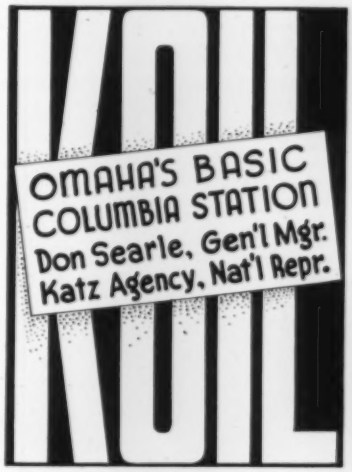
Bank's Night

EXCELLENT goodwill builder for Nashville Trust Co. is its sponsorship over WSIX of *Tonight in Nashville*, featuring announcements of city activities, movie shows, etc. between classical and semi-classical compositions. Same bank also sponsors daily Transradio news flashes, and has installed a printer in its lobby which is attracting considerable attention.

* * *

Cars by Carter

ON THE thrice-weekly five-minute *Auto Biography* program on WTRY, Troy, N. Y., used cars on the lot of Sponsor Frank A. Richter, DeSoto-Plymouth dealer, are interviewed by Nick Carter. The cars relate their qualifications and prices in different voices, all by Carter.



Screen Test

RADIO "screen test" in the form of three brief scenes from moving pictures currently playing started May 17 on CKCL, Toronto, under sponsorship of Dad's Cookie Co. Ltd. Prizes totaling $35 are awarded weekly to the first persons identifying the three scenes enacted. The program is produced by Radio Centre Ltd., Toronto.

* * *

Young Folks' Stories

COOPERATING with the American Youth Commission, NBC-Blue on June 3 will start a series of six weekly dramas on youth problems, *Youth Tells Its Story*. First portion of the programs will dramatize the negative aspects of a particular problem, afterward switching to a city where that problem has been successfully met.

Enter the Phone

LISTENER-AUDIENCE participation by telephone is the newest development on *The Peoples' Forum*, weekly informal round-table discussion on WMBD, Peoria, Ill. Listeners are invited to take part in discussing timely questions of local interest and of controversial nature. Comments are interceded during half-hour program while four representative men and women of Peoria take part in regular round-table.

* * *

Ship Reports

WLS, Chicago, in cooperation with the U. S. Weather Bureau, is sending out reports on wind, weather, barometric pressure and sailing precautions each day at 11:35 a. m. for the benefit of ships on Lake Michigan.

FLASH!
MAN SMILES
WHILE PAYING TAX!

Although our Red River Valley occupies only one-third of North Dakota, our hayseeds pay 54.2% of all sales taxes in the State! Blessed with a soil and climate which produce the largest farm incomes, the people around Fargo lead the whole Northwest in the happy habit of converting earned money into turned money.

Give your sales message to WDAY, the only chain station covering the whole Valley . . . and know that you are reaching all the listening buyers in the territory!

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Bull Session Votes on Chairman

FOUR nominations for 1940-41 chairman of the New York Broadcasters' Bull Session were voted on by members at the group's May 22 luncheon. Nominees include John Hymes, Lord & Thomas; Arthur Sinsheimer, Peck Adv. Agency; William Maillefert, Compton Adv.; Richard Nicholls, Morse International. Winner will be announced June 26 at the final meeting of the current season. Hartzell Spence, manager of the UP special service bureau, at the May 22 meeting described the collection of war news abroad.

General Foods Pondering New MGM Talent Show

GENERAL FOODS Corp., New York, through Benton & Bowles, that city, is again showing interest in an MGM studio-built radio show and is reported to hold an option on a buy of film talent for Maxwell House coffee. Price is said to be around $21,000 weekly, with all MGM film talent at disposal of General Foods except Norma Shearer and Greta Garbo. Although Hollywood executives of Benton & Bowles deny such a deal is in the making, it is known that Tom Revere, agency radio director, when in Hollywood during May was in conference with Louis K. Sydney and other film studio officials.

General Foods Corp. formerly sponsored an MGM produced show for Maxwell House coffee, but the film studio severed the association last year when exhibitors squawked, declaring the radio series cut into box office attendance. It is further reported in Hollywood that the current NBC *Good News of 1940*, sponsored by Maxwell House coffee, will take a summer lay-off for four or five weeks, either in late July or early August. It is generally believed that the present series will not be returned to the network, but will be replaced by the MGM produced show.

PHILADELPHIA'S
BEST SELLER!

Win
Friends
Influence
Listeners

WFIL is Philadelphia's only station offering a balanced radio diet to listeners. No tiresome "endless" blocks of dramatic shows, no nerve-knocking recorded musical hours, no hour by hour baseball monologues. That's why WFIL is rating higher and higher in recent surveys. Let WFIL "Win Friends and Influence Listeners" for your product.

For Low Cost Circulation Buy WFIL

WFIL 560 ON YOUR DIAL

Agencies

MARCUS GLASER, formerly Southern California manager of Glaser Bros., Los Angeles, wholesale tobacco and candy distributors, has joined Brisacher, Davis & Staff, West Coast agency with headquarters in that city and San Francisco. He will be located in the agency's affiliated New York office, the Gotham Adv. Co., to service national merchandising activities.

ROY S. DURSTINE, New York agency, has established a branch office in the Enquirer Bldg., Cincinnati, under the management of H. G. Little, formerly a vice-president of Lord & Thomas, stationed in Dayton. The new office handles especially the advertising on the Crosley account. Telephone is Cherry 0032.

STUART LUDLUM, in charge of radio production of McCann-Erickson, New York, on May 24 became the father of an eight-pound boy.

LENNEN & MITCHELL on June 15 will move its Hollywood office to 6253 Hollywood Blvd. Present offices, headed by William N. Robson, are located at 8949 Sunset Blvd.

DAN WETTLIN Jr., formerly with Jerome B. Gray & Co., Philadelphia, has opened his own advertising agency, to be known as Wettlin & Co., with offices at 312 Cooper St., Camden, N. J.

GEORGE MacGREGOR, formerly of Ruthrauff & Ryan, New York, has joined Compton Adv. New York, in an executive capacity.

HIDGE L. HARLAN, formerly advertising and merchandising manager for Colorado Celery Inc., Denver, recently joined Gerth-Knollin Adv. Agency, San Francisco, as copy writer.

HELEN SINCLAIR, formerly script writer of Ruthrauff & Ryan, New York, and previously account executive of Schwimmer & Scott, Chicago, has joined the radio copy staff of Compton Adv., New York.

GIL KUHN Co., new Los Angeles agency, has been established at 3180 W. Sixth St., by Gil Kuhn, well-known Southern California radio producer.

WESTERN ADV. Co., Los Angeles, has changed its name to Western Adv. Agency, and moved to larger quarters at 719 S. Flower St., that city. Mrs. Harriet W. Kelly continues as general manager. Agency headquarters are in San Diego, Cal.

E. SHERMAN PERLMAN, formerly head of a Chicago advertising agency of the same name, has joined Frank R. Steel Associates, Chicago, as vice-president.

RICHARD COMPTON, president of Compton Adv., New York, and William A. Hart, advertising director of E. I. duPont de Nemours & Co., on May 17 were initiated into the New York U chapter of Alpha Delta Sigma, scholastic advertising fraternity, at its spring luncheon meeting in New York.

N. W. AYER & Son, having closed its Hollywood production offices, Ben Ward, who managed the agency's activities in that city and Bradford Brown, producer, have returned to the New York staff.

JOHN F. HIGGINS, formerly of WEBR, Buffalo, has been appointed radio director of Baldwin & Strachan, Inc., Buffalo.

SEGALL & WEEDIN Inc., is the new name of the former Lee Segall Adv. Agency, which announces the association of Harfield Weedin, former account executive of KTRH, Houston.

O. J. HARTWIG Adv. Agency, New York, has moved its offices to 9 E. 40th St. Telephone remains Murray Hill 5-5510.

ROBSON IS NAMED HOLINER SUCCESSOR

MANN HOLINER, for 3½ years radio director of Lennen & Mitchell, resigned in mid-May and has been succeeded by William N. Robson, producer of the CBS *Big Town* series sponsored by Lever Bros. (Rinso). Robert Orr, New York vice-president of the agency, was in Hollywood to install Robson in his new position and make other additions and changes in personnel. Holiner, after a brief vacation, will announce a new agency affiliation.

Herb Polesie has taken over production of the weekly NBC *Don Ameche Show*, sponsored by P. Lorillard Co. (Old Gold), formerly produced by Holiner, along with his other agency duties. Jay Clark continues as producer of the weekly NBC *Woodbury Hollywood Playhouse*, sponsored by Andrew Jergens Co., until Robson is free of his commitment with Ruthrauff & Ryan as producer of *Big Town*, which discontinues for the summer following the June 11 broadcast.

Clark, after vacationing, will be transferred to the agency's New York office as radio director of that division, taking over about July 1. It is expected that Robson will then take over active production of the *Woodbury Hollywood Playhouse* series, along with his other agency duties. Richard A. Diggs has been added to the agency's Hollywood staff in a newly-created editorial post to function on both the *Woodbury Hollywood Playhouse* and *Don Ameche Show*. He has been a story editor with various major Hollywood film studios.

FTC Stipulations

THE Federal Trade Commission announced May 23 that Nestle-Le-Mur Co., New York, has entered into a stipulation in which it agrees to cease certain advertising representations for Nestle Colorinse and Nestle Shampoo. The FTC also has received stipulations from Van Sant, Dugdale & Co., Baltimore advertising agency, to cease making certain representations for Bliss Native Herbs Tablets in advertising disseminated by it; F. B. Washburn Candy Corp., Brockton, Mass., to cease certain representations for his candy bars; American Television & Radio Co., St. Paul, to cease certain representations for its electrical goods.

Heatter for 'Liberty'

MACFADDEN PUBLICATIONS, New York, on May 23 started a 26-week campaign for *Liberty* magazine using twice-weekly news analysis programs by Gabriel Heatter on MBS. Programs are heard Thursdays and Saturdays, 9-9:15 p. m. on WOR, Newark; WAAB, Boston; WHK, Cleveland; WBAL, Baltimore, and WGN, Chicago. WGN carries the Thursday program at 9:15 p. m. Agency is Erwin, Wasey & Co., New York.

COMPLETE transcript of the radio session of the recent National Retail Dry Goods Assn. convention [BROADCASTING, Feb. 1] has been published by the NRDGA and is available at $1.50 a copy for members and $2.50 for non-members. Sales to some 250 radio stations are reported by NRDGA.

ARTHUR HULL HAYES, sales manager of WABC, New York (center), holds a reunion with Freeman Gosden at right, and Charles Correll, old friends of early Chicago radio days, as the famous *Amos 'n' Andy* team visited New York in latter May from their Hollywood headquarters. On the trip they made a personal appearance broadcast before 8,000 employes of their CBS sponsor, Campbell Soup Co., who with their families crowded the Camden, N. J. plant for the occasion.

Representatives

EDWARD PETRY & Co., has moved its Los Angeles offices to 601 W. Fifth St. Chester G. Matson is Southern California manager.

HOWARD L. SCHREIBER, for the last five years with CBS Radio Sales, and previously on the CBS production staff, has been appointed sales service manager of Radio Sales to supervise the handling of contracts and service the division's accounts.

RICHARD A. MOONEY, formerly president of Country Newspaper Advertising Representatives and sales manager for *Charm* Magazine, has joined Weed & Co., New York, station representatives.

ARCH KERR, formerly of Furgason & Walker, station representatives, has joined Radio Adv. Corp., Chicago.

WJEJ, Hagerstown, Md., has appointed International Radio Sales as its national representative.

RADIO ADV. Corp., station representatives, has moved its Chicago offices to 333 N. Michigan Ave. New telephone is Central 1743.

KROD, El Paso, Tex., has appointed Howard H. Wilson Co. its national representative.

WHP, Harrisburg, Pa., has appointed John Blair & Co. as exclusive national representative.

Bireley's Placing

BIRELEY'S Inc., Hollywood (orangeade), through Raymond R. Morgan Co., that city, in a 13-week campaign started May 26, is using three spot announcements daily on WACO, Waco, Tex., for four weeks reducing the number to two a day for the second four weeks. One spot daily will be used the following four weeks, with a total of 12 in the final seven days of the contract. A similar schedule will be used on WSJS, Winston-Salem, N. C., starting June 2. Other stations will also be added to the list.

Adams & Adams Formed As Station, Talent Rep.

ADAMS & ADAMS, New York station and talent representatives organized in April by Jack T. Adams, former executive of the Transcontinental Broadcasting System, has announced the list of stations it represents as follows: WJBW, New Orleans; WMBC, Detroit; WMBO, Auburn, N. Y.; WSPA, Spartanburg, S. C.; KFOX, Long Beach, Cal., KDRO, Sedalia, Mo.; KCMO, Kansas City; WJIM, Lansing, Mich.; KFJB, Marshalltown, Ia.; WGNC, Gastonia, N. C.; WHBQ, Memphis. It also announces representation of the 12 stations making up the North Central Broadcasting System, with headquarters in St. Paul, and of the projected new local, WINX, Washington, D. C.

The company also represents Arthur Godfrey, currently sponsored on MBS by Carnation Milk Co. and via transcription by P. Lorillard Co.; Stella Unger, sponsored on WEAF, New York, by Borden Farm Products, and is presenting for sale *Tele-Quiz* and *Exam-Session*.

Novachord Sales Discs Are Sent 200 Stations

AN ORTHO-ACOUSTIC transcription employing the voices of three announcers and featuring Collins Driggs, novachordist, has been sent to 200 station managers and program directors by Hammond Instrument Co., Chicago. The promotional campaign is an attempt to bring the Novachord, electronic instrument invented by Laurens Hammond, to the attention of broadcasters. Durward Kirby, Norman Ross and Fort Pearson are announcers.

The 16-inch reversible transcription, playing 15½ minutes, combines a sales demonstration on one side with a free broadcast of tax-free music on the other. The demonstration is handled much like a program, with Kirby introducing Ross who discusses the many tonal effects of which the Novachord is capable while Driggs illustrates his points by musical excerpts. These range from *Intermezzo* from *Cavaliera Rusticana* to *On the Beach at Waikiki* in arrangements simulating the violin cello, string ensemble, banjo, woodwinds, guitar, reed organ, harpsichord and clavichord, brass, music box, swing band, celeste and vibraharp. Pearson sums up the presentation by inviting listeners to hear four selections on reverse side.

Stays in Summer

THE analytical programs of Dr. Roland Greene Usher, noted historian and author of Washington U, St. Louis, will be continued during the summer vacation period by KSD, St. Louis. Dr. Usher's interpretations of current news have developed a wide following and he has acceded to popular demand for continued discussions. He is author of a well-known history of the World War. Other Washington U educational series will be discontinued as usual.

AGENCY Appointments

RUSSELL MILLER MILLING Co., Minneapolis, to W. Ayer & Son, Chicago.

BOOTH FISHERIES Corp., Chicago (frozen foods), to McJunkin Adv. Co., Chicago.

TOURNEAU WATCH Co., Paris and New York, to Grant & Wadsworth & Casmir, New York. Radio may be used later this year.

MILLER CEREAL MILLS, Omaha (cereals), to Allen & Reynolds, Omaha, effective June 1.

ELBERT G. BARBER Co., Los Angeles (Elbarco cutlery), and Fountain Manor Apartment-Hotel, Hollywood, to Howard Ray Adv. Agency, Los Angeles.

GRAHAM-PAIGE MOTORS Corp., Detroit, to Stack-Goble Adv. Agency, Chicago. Spot announcement campaign planned for near future.

ANTROL LABORATORIES, Los Angeles (insecticide), to Brisacher, Davis & Staff, Los Angeles.

AMERICAN TRUCKING Assn., Washington, to Biow Co., N. Y.

EMERSON RADIO & PHONOGRAPH Co., N. Y., to Buchanan & Co., N. Y.

COCO COD Corp., Evanston, Ill. (cod liver oil emulsion) to McJunkin Adv. Co., Chicago. No immediate radio.

LOS ANGELES SARATOGA Chip & Pretzel Co., Vernon, Cal. (food products), to Glasser Adv. Agency, Los Angeles. Radio being considered along with other media.

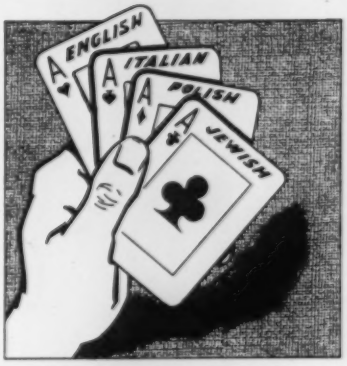
SCHICK DRY SHAVER, New York, to Arthur Kudner, New York. No advertising plans have been formulated as yet.

MAC PHARMACAL Co., Galion, O., to Ruth Adv. Agency, Galion, O. Firm is said to be using radio.

KRUEGER BEVERAGE Co., Newark, to A. W. Lewin Co., Newark.

LOOK Inc., Des Moines (magazine) to Son De Regger & Brown Adv. Agency, Des Moines.

BAVARIAN BREWING Co., Covington, Ky., to the Keelor & Stites Co., Cincinnati.



A Winning Combination

IN PHILADELPHIA'S RICH MARKET

These four aces in coverage are held by WPEN. Our English, Italian, Jewish and Polish programs bring "grand slam" returns to advertisers who play WPEN'S hand. Make this your winning combination, too!

WPEN PHILA. 1000 WATTS

Fancies Flee!

•WWVA•

Good old "Fancies"! In the Springtime they turn to love in some folks and in others to cancellations!

Yes, the boys are loving more than ever this season and blaming their ardor on short skirts! But the cancellation boys have converted their usual Springtime fancies at WWVA in the opposite direction and are blaming their ardor on continued results. That's what we mean by "Fancies Flee"!

Yes, thank you, we are working on an unprecedented full Springtime schedule and it looks like our best Summer season on record.

Sure enough, our legion of loyal listeners in Eastern Ohio, Western Pennsylvania and Northern West Virginia keep right on supporting THEIR station, regardless of the sun's enthusiasm. Let your advertising fancies turn our way for results!

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

In the Intermountain Market people prefer the Lively SHOWMANSHIP of KDYL

The POPULAR Station Salt Lake City

National Representatives JOHN BLAIR & CO

NBC RED NETWORK

Studio Notes

WITH 1939 renewal business on WOR, Newark, totalling 79% of the station's business and renewal figures for the first 18 weeks of 1940 running 16% ahead of the same 1939 period, WOR ran a contest for its sales staff as a drive for new business, which ended May 11 with results of nearly $100,000. During the drive solicitations were made of 383 different accounts or their agencies, resulting in sales to 15 new accounts. Winner of the first prize, a Cavanaugh hat, was Robert J. Smith, while winners of weekly billfolds were Jack E. Lowe, Theodore W. Herbert, George A. Schmidt, Robert J. Smith and Otis P. Williams.

RADIO poem, "They Fly Through the Air with the Greatest of Ease," written by Norman Corwin and broadcast on the CBS *Words Without Music* and *Columbia Workshop* programs, recently was produced in German on WCNW, Brooklyn. The German version, dealing with the horror of airplane bombing, was written by Corwin during the Spanish Civil war, and was prepared by the radio division of the German-American Writers Assn., of which Thomas Mann is president, and broadcast in connection with the station's weekly *God's Country* series.

TO ACQUAINT the public with Army air activities, WHN, New York, has started a weekly program, *Soldiers With Wings*, under the direction of Lieut. John J. Dorr of the Army Air Corps at Mitchell Field. WHN has also added five-minute news periods at its opening at 6 a. m. and its signoff at 3 a. m. in addition to an already extensive news schedule.

Land Line Lectures

BACKSTAGE activity in Canadian broadcasting early this summer will be a special series on "The Art and Business of Broadcasting" which will be heard over Canadian Broadcasting Corp. land lines by staffs of all stations in the Dominion. The series covers all phases of broadcasting from feature programs through station management, and is being made available to the industry through the CBS's station relations department.

T. O. WIKLUND, in charge of special events in Canada for the Canadian Broadcasting Corp., and Roy Cahoon, chief engineer of CBK, Watrous, Sask., will don skis in June and climb 6,800 feet to the chalet on top of the Columbia Icefield on the edge of the Athabasca Glacier near Banff, Alberta, to see just how much the minerals in the rocks up there gobble up radio waves. The expedition is a preliminary to the broadcast from the chalet on July 1 in connection with the opening of the Banff-Jasper Highway. Experiments must be made before a satisfactory shortwave pickup can be made and relayed to the CBC network.

WJJD, Chicago, has installed three shortwave receivers in its transmitter house at Desplaines, Ill. which constantly are tuned to European stations for war information. The material is piped on a special line to control room in Chicago where portions most suitable for inclusion on regular news periods are recorded.

KSTP, St. Paul, has installed teletype printers in four Twin City clubs to supply members with war news bulletins eight hours daily from the station's news bureau. KSTP also provides bulletins for street-level boards at two local theatres.

WAAF, Chicago, celebrated its 18th anniversary May 19 by presenting a special program title *You & Your America*. The show, which featured the Barnum Radio Players and the chorus of the *Swing Mikado*, depicted the cultural advancement in the United States since the founding of the station.

CLEVELAND Board of Education, operating WBOE, shortwave educational station in Cleveland, has published its report on the 1938-39 activities of the stations in a paper-bound book. The printed volume incorporates pictures of plant and activities with a graphic report on the educational and technical operations involved.

WMCA, New York, this summer is originating about 50 programs weekly from its special studio in the Johns-Manville Bldg. at the New York World's Fair, with both sustaining and commercial programs featured daily. Sally's Furs, New York, is the latest sponsor to start a series from the "little theatre with a daily program featuring Wini Shaw and Lee Grant's Orchestra. Other sponsors with Fair programs on WMCA include Manhattan Pontiac Corp., Sachs Quality Furniture, Royal Eastern Electrical Supply Co., and Community Opticians.

TED WEEMS and his *Beat the Band* company, M. C. Garry Moore, Announcer Fort Pearson and Producer Lloyd (Bucky) Harris will go on the road for the Sunday night NBC-Red network broadcast for General Mills (Kix) June 2 and 9. Eastwood Park, Detroit, will act as host for the first broadcast. On June 9 it will originate at Cedar Point, a summer resort near Sandusky. *Beat the Band* broke all attendance records at the Marshalltown, Ia. Tall Corn Exposition May 19 when more than 2,900 packed the auditorium where the broadcast originated, with some 1,500 turned away.

TWO members of the staff of KTSA, San Antonio, recently were called on to write, direct and produce a motion picture, "Crossroads of the Nation", for the City of San Antonio. The movie is directed and produced by William C. Bryan, KTSA program manager, who went to Hollywood to handle the narration. The story was written by Charles C. Shaw, KTSA news editor. The 20-minute film shows San Antonio at work and play and deals with the city's scenic beauty and history.

WLW, Cincinnati, for the first time in the program's 13-year history on May 18 originated its *Mailbag* feature outside Cincinnati—in Dayton, O. Admissions collected were turned over to the Dayton chapter of the Mailbag Club for social service work. Following the 45-minute broadcast, a half-hour entertainment was given for the audience in the Dayton Industries Bldg. Accompanying Minabelle Abbott, postmistress of the program, were Arthur Chandler, Gordon Shaw and William Aughenbaugh.

WFBM, Indianapolis, recently presented a quarter-hour program devoted entirely to BMI compositions, featuring the staff orchestra under direction of William Wirges and Charlene, 16-year-old soprano. Program Director Frank Sharp has indicated that BMI music will be used on the station whenever possible.

SPECIAL FEATURES division of WOR, Newark, on May 30 resumed the holiday and Sunday evening traffic bulletins which it has presented for motorists for the past four years. Prepared in cooperation with the New Jersey, Westchester Parkway and Nassau County police, the bulletins are heard on WOR three times in the late afternoon Sundays and twice on holidays.

TEN PROGRAMS on WMCA, New York, have been selected by the Essex County Schools as broadcasts of informative and entertainment content worthy of listening and study by students, following a survey made under the direction of Lawrence S. Chase, superintendent of Essex County Schools, in cooperation with the NYA, Newark public schools and a committee of school leaders. Programs cover social service, health current events and other topics.

BOSTON U in mid-May announced an expanded curricula of three radio courses for its summer school term, July 1 to Aug. 10. Using the new studio facilities in the recently completed Hayden Memorial Bldg., the summer courses include "Radio in Education", "Radio Workshop" and "Radio Speech and Dramatics".

KOY, Phoenix, recently made history when, for the first time, its microphones invaded the City Council chambers and broadcast the day's proceedings, which included inauguration of a new mayor.

Meet Your Star Salesman for Kansas!

Graeme Fletcher, outstanding KFH news personality is waiting for the toughest assignment you can give him! Most of Kansas, and northern Oklahoma as well, depend upon Graeme for crisp, pungent summaries of the day's important events. Six times daily, KFH news goes on the air—and six times a day sponsors have an opportunity to SELL the large audiences these broadcasts attract.

Glenn D Gillett Field Strength Survey—1939
to 1 MV/M

Put Graeme Fletcher on your sales staff.* Make him responsible for the advertising of your product to the 292,421 radio families in the KFH Primary Area.

Slap on a test after three or four weeks of "build-up".

And then watch your Star Salesman DELIVER on THAT SELLING STATION FOR KANSAS!

Incidentally, KFH never stints on merchandising cooperation. Even when you fail to outline a merchandising program, KFH follows through in person and by letter to "put you in solid" with jobbers, chain buyers and retailers.

Your Edward Petry office can arrange a sponsorship of Graeme Fletcher on KFH. And the price of KFH news will be GOOD news to you!

*Just one strip 12:30 PM available at present time.

Columbia's Only Full-Time Outlet for Kansas

KFH
WICHITA
That Selling Station for Kansas

CBS • 5000 DAY • 1000 NIGHT • CALL ANY EDWARD PETRY OFFICE

South Carolina's ONLY Regional CBS Station

WCSC
Charleston, S. C.
1000 watts
Free & Peters, Representatives

CROSSING a quiz contest with a man-on-the-street show, KROW, Oakland, Cal., has developed *The Question Wheel* under sponsorship of Money-Back Smith, local department store [BROADCASTING, May 15]. The program is conducted by Bert Winn (left), who lets quizees pick their own questions by spinning the numbered "question wheel" in the background.

Farms From Fans

TEXAS OWENS, singing ranger of WLW, Cincinnati, at the moment is spending part of his vacation inspecting three farms willed to him during the last six years by listeners. Owens in 1934 inherited his first farm, located near Crab Orchard, Neb. The second is on the outskirts of Kansas City, and the third near Paris, Cal. All were bequests made by air fans while he was on network shows out of KMBC, Kansas City. Since coming to Cincinnati some 10 months ago he has received cash gifts totaling over $300.

IN addition to pickups of special features, including addresses of President Roosevelt and Secretary of State Hull, during the Eighth American Scientific Congress, held in Washington May 10 to 18, by all three national networks, NBC and CBS independently presented special features to the Congress. NBC presented the NBC Symphony Orchestra, directed by Arturo Toscanini, in a special concert at Constitution Hall on May 14, and later Gen. James G. Harbord, chairman of the board of RCA, addressed the Congress. CBS participation was highlighted May 16 with a preview broadcast of its new *School of the Air for the Americas*, to start in October as a regular shortwave program for Western Hemisphere countries.

A PROFIT PRODUCER!

JOIN UP with WAIR! Make SURE your product has a maximum audience of money-spenders! WAIR produces sales in volume—the only kind of sales that pay you a profit! A test proves it!

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

THREE-MINUTE newscasts have been started four times daily, in addition to four daily 15-minute newscasts on the Canadian Broadcasting Corp. national network, to take care of additional war news. CBS uses Canadian Press news bulletins prepared by the cooperative newspaper-owned press association for an annual $20,000 fee. There has been a considerable increase in recent weeks of locally sponsored newscasts on Canadian stations using Transradio Press and British United Press services.

WCBS, Springfield, Ill., has completed plans for a special broadcasting studio on the grounds of the Illinois State Fair to be held in August. Last year WCBS originated more than 75 remotes during Fair Week. Contracts for 35 programs have already been received by the station. WCBS also has arranged a trade deal with five local theatres for screen trailers advertising the station's feature programs. Theatres will use spot announcements.

WESX, Salem, Mass., has announced that on June 17 it will open a new remote studio at Lynn, Mass. The WE-equipped studios, to be located in Central Square, will be managed by George Carey, of the present WESX staff.

CHILDREN of members of Congress displayed their talents during the annual *Congressional Children's Program*, originated May 19 for NBC-Blue by WMAL, Washington. The program originated from Congressional Women's Club and was directed by Mr. and Mrs. Claude Ward, who conduct the weekly *National Children's Frolic*. Music for the program was furnished by the U. S. Marine Band.

L. B. WILSON, president and general manager of WCKY, Cincinnati, on May 18 ordered a stepup in news tempo on the station whereby all sustaining programs would be cut for news flashes where importance warrants. WCKY announcers also are given special training in giving war news bulletins briefly during station breaks. Foreign broadcasts cut out by commercial programs are transcribed for rebroadcast in the next available period on the station.

WBIG, Greensboro, N. C., early in May carried a series of 10 special programs during National Music Week on which appeared 1,260 local school children. The programs included studio presentations as well as remote pickups from local college and high school auditoriums.

AS AN extra-curricular activity in English, history and dramatics, local high school students are participating in writing, directing and producing a series of three historical plays based on the life of President Andrew Johnson, a Raleigh native, to be heard on WPTF, Raleigh, N. C. The plays are under general supervision of Ralph Burgin, WPTF dramatic director.

BROWN U, Providence, R. I., on May 17 announced addition of a new course in fundamentals of public speaking for 1940-41, to be conducted by Dr. Henry Lee Smith Jr., young Columbia U linguistic expert heard on MBS as conductor of *Where Are You From?*

WMBD, Peoria, Ill., proclaimed May 17 as "Lilac Day" and was rewarded with more than a truckload of the flowers. Staff members spent the day delivering the lilacs to city hospitals and shut-ins.

NEW five-weekly half-hour morning sustainer, *Blue Network Varieties*, was started May 20 on NBC-Pacific Blue network with Peter Potter, screen and radio comedian, as m.c. In search of a better title, the network is offering 10 sets of chimes for best ones submitted. In addition to Potter, the daily program features Ben Gage, singing announcer; Martha Tilton, singer; Skitch Henderson directing a novelty instrumental group, and guest talent. Myron Dutton is producer of the series.

MBS for the second consecutive season will broadcast the Daniel Guggenheim Memorial Concerts by the Goldman Band twice weekly from Central Park, New York, starting June 19. Dr. Edwin Franko Goldman will conduct, assisted by his son, Richard.

MAUDE BENNOT, believed to be the only woman director of a major planetarium, is conducting the weekly *Exploring Space* programs, fourth group of CBS educational astronomical broadcasts, from the Adler Planetarium, Chicago. The series replaces *Men Behind the Stars*, which featured William H. Barton Jr. of the New York Hayden Planetarium.

KATE SMITH, whose noonday CBS programs sponsored by General Foods Corp. are broadcast from her New York apartment on Park Ave., is having a special studio built at her Lake Placid home, from which she can conduct her programs this summer.

ON A PURELY experimental basis, WOR, Newark, has set a new program policy with the start May 23 of a weekly program of recordings by Tommy Dorsey's Orchestra, Thursdays, 9-9:30 a.m. Heretofore WOR has only aired electrical transcriptions when programs broadcast were not live. The Dorsey program, titled *Midnight in Morning*, is the only one scheduled for a month's presentation and is not available for sponsorship. George Hogan is the announcer.

KGNC, Amarillo, Tex., has invited pupils of local and rural schools in its listening area to make educational tours through its studios. Rural students come regularly each week, while local pupils visit, with teachers.

WEEKLY *Sports School*, featuring outstanding personalities from all fields of sports, starts June 1 on NBC-Red, with Bill Stern commentator conducting from the Academy of Sports at the New York World's Fair.

WPTF

Completely Covers

The largest Trading Area between Baltimore and Atlanta

1,055,000 Population

1939 Retail Sales—$184,278,000*

* Sales Management 1940

RALEIGH

North Carolina

5000 WATTS 680 KC

NBC RED-BLUE AFFILIATE

Nationally represented by **FREE & PETERS, INC.**

New York Office 247 Park Avenue Telephone Plaza 5-4131

Chicago Detroit Los Angeles San Francisco Atlanta

Your Gracious Host..from Coast to Coast

IN NEW YORK..

The Gotham

IN CHICAGO..

The Drake

The Blackstone

IN LOS ANGELES..

The Town House

IN BELLEAIR, FLA..

Belleview Biltmore

A. S. KIRKEBY,
Managing Director

KIRKEBY HOTELS

FCC Orders Governing FM

Following are the formal orders (Nos. 67, 68 and 69) adopted by the FCC May 18 and announced May 22, in conjunction with the FM allocations:

ORDER NO. 67

At a session of the FCC held at its offices in Washington, D. C., on the 18th day of May, 1940,

The Commission having under consideration the needs of the various services for the use of frequencies in the band 41000-162000 kc.; and

WHEREAS, the Commission having determined as set forth in its report in Docket No. 5805 entered this date, that the assignment of 40 channels, each having a band width of 200 kc. in the band 42000-50000 kc. for use by broadcast stations employing frequency modulation, will promote the public convenience and interest and will serve public necessity; and

WHEREAS, the Commission has conducted studies and investigations and has secured full information as to the frequency allocation needs of certain other radio services, as more particularly indicated in Annex A, attached to and made a part of this order; and

WHEREAS, there are available for assignment to radio stations other than those belonging to and operated by the United States, frequencies in the bands 60000-66000 kc. and 118000-119000 kc.; and

WHEREAS, the Commission has determined that in order to prevent interference between stations, to promote public convenience and interest and serve public necessity, to provide for experimental use of frequencies and generally encourage the larger and more effective use of radio in the public interest, and to carry out and more fully comply with the provisions of the Communications Act of 1934, as amended, changes are required in the allocation of frequencies as hereinafter provided;

IT IS ORDERED, that effective in the manner set forth in Annex A hereof, the Rules and Regulations of the Commission be, and the same are hereby amended, as provided in Annex A;

IT IS FURTHER ORDERED, that unless the licensees of the stations as set forth in Annex B hereof, shall file within thirty days from the date hereof a formal notice in opposition to the change in allocation of the frequencies assigned to such stations, as provided in this Order, such licensees shall be deemed to have consented to the change in such frequencies as provided in this order.

This order shall become effective immediately.

[*Annex A, referred to above, lists frequencies in the range 41,000 to 162,000 as allocated under the orders dealing with FM. These assignments show changes in Appendix B of the General Rules and Regulations of the FCC. Annex B, referred to above lists 26 stations or holders of construction permits whose assignments are changed pursuant to the order. Complete lists can be procured from the FCC.*]

ORDER NO. 68

At a session of the FCC held at its offices in Washington, D. C., on the 18th day of May, 1940,

The Commission having under consideration the provisions of Order No. 67,

AND WHEREAS, the re-allocation of frequencies in accordance with the provisions of Order No. 67 will require the dismissal without prejudice of certain pending applications for the use of frequencies no longer available for the classes of stations for which application has been made.

IT IS ORDERED, that the Secretary of the Commission be, and he is hereby directed to enter upon the records of the Commission a notation dismissing each of the pending applications, as set forth below, without prejudice, and to notify the applicants accordingly.

[*Listed in the order are 168 pending applications for frequencies for FM and other stations in the frequency range affected, all of which are dismissed without prejudice.*]

ORDER NO. 69

At a session of the FCC held at its offices in Washington, D. C., on the 18th day of May, 1940,

The Commission having under consideration the provisions of Order No. 67; and,

WHEREAS, the re-allocation of frequencies in accordance with the provisions of said Order No. 67 will require the cancellation of licenses of certain existing stations in accordance with the conditions contained in said licenses providing for cancellation thereof without notice or hearing upon Order of the Commission; and,

WHEREAS, applications are pending and may be filed for licenses or modification of licenses authorizing the use of frequencies allocated by Order No. 67, which applications may be disposed of by the Commission by January 1, 1941;

IT IS ORDERED, that the Secretary of the Commission be, and he is hereby directed to enter a notation in the records of the Commission cancelling the licenses of the stations, as set forth below in accordance with the provisions of said licenses, effective Jan. 1, 1941; to notify the licensees of said stations of this action, and to request the return of said licenses to the Commission as of that date.

[*Listed are 62 companies which hold licenses or construction permits for FM, television, facsimile and AM experimental operations whose status is affected by the new allocations.*]

Bushnell Back at CBC

ERNEST L. BUSHNELL, general supervisor of programs for Canadian Broadcasting Corp., has returned to Toronto CBC offices after several weeks in England supervising the plan of action for the CBC overseas unit. The new No. 3 mobile unit, being built to follow the Canadian forces overseas to keep home folks posted, is to be equipped with a standard military chassis, four-wheel drive, special military tires, and everything required for operation in the field. The unit is to be sent overseas shortly, in charge of A. W. Holmes, of the CBC engineering division, and will be used by CBC's personnel now abroad, including R. T. Bowman, of the special events department, Commentators Jerry Wilmot and Gerard Arthur, and A. E. Altherr, who will assist Holmes in technical operation of the unit.

BMI Music on FM

USING music published by BMI, the studio ensemble of WDRC, Hartford, Conn., is presenting a daily 7-8 p. m. concert on W1XPW, the station's FM outlet. This is claimed by WDRC to be the first regularly scheduled live orchestral program over an FM station.

A NEW 250-watt local on 620 kc. in Elizabeth, N. J., suburb of Newark in the metropolitan New York area, is sought in an application filed by North Jersey Adv. Co., in which 50% of the stock is held each by Elvin H. Ullrich, of Union, N. J., a district judge, and Carl Schultz, of Newark, a realtor.

REGIONAL, LOCAL POWER INCREASES

CONTINUING ITS policy of authorizing horizontal increases in power for regional and local stations where technically feasible, the FCC during latter May authorized a dozen power boosts, pursuant to the new broadcast rules which became effective last year.

KVI, Tacoma, and KFSD, San Diego, were given increases to 5,000 watts fulltime on their respective 570 and 600 kc. channels in decisions May 15. WALA, Mobile, was authorized May 21 to increase its night power from 500 to 1,000 watts, along with authorization to move its transmitter locally and install a vertical radiator.

Local stations authorized May 15 to increase hours of operation from daytime to unlimited time, with power boosts to 250 watts, were WGTC, Greenville, N. C., and WHDL, Olean, N. Y. (authorized to shift from 1400 to 1420 kc.). Authorized to increase power to 250 watts fulltime were KOTN, Pine Bluff, Ark.; KDAL, Duluth, Minn.; KEUB, Price, Utah; WSAV, Savannah; WSOY, Decatur, Ill.; WJPF, Herrin, Ill.; WRAW, Reading, Pa.; KFXM, San Bernardino, Cal.

Educational Conference

"RADIO'S Value to Education" will be the topic of a conference to be held at Washington State College July 15 and 16. Several nationally-known radio research men, including Dr. Leonard Power of the Federal Radio Education Committee, will be present. The conference is planned as a highlight of the college's radio workshop, which combines class work in radio with actual experience at KWSC, Pullman, Washington State College's station. KWSC, which employs an all-student announcing staff, will broadcast a 77-hour week throughout the summer, Director Kenneth Yeend announces.

Geppert Back on Air

GEPPERT STUDIOS, St. Louis, on June 2 will start a series of weekly quarter-hour shows on WMAQ, Chicago, titled *Take a Picture*. Holman Faust, for 20 years an expert photographer, will conduct broadcasts which will be devoted to offering tips for amateurs and answering questions. Contract is for 26 weeks. Mitchell-Faust Adv., Chicago, handles the account.

$241 IDEA FREE TO TELEGRAM USERS!

Just by having Postal Telegraph survey telegraph costs, one firm (name on request) saved $241 on telegrams last year! Ask for this free telegraph cost analysis and see how *you* save! It uncovers huge waste and provides easy-to-follow plan to *stop* it!

For information about free telegraph cost analysis —wire collect: C. B. Allsopp, Postal Telegraph, 253 Broadway, N. Y. C. No obligation.

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Postal Telegraph

New FM System Developed by WE

Transmitter Line Introduced; Narrow Drift Is Claimed

NEW FM transmitting equipment, to be known as "synchronized frequency-modulation", was announced May 24 by Western Electric Co., on the heels of promulgation of new FCC allocations for FM.

The new synchronized FM, Western Electric announced, is a radio wave generating system developed by the Bell Laboratories in which the average or carrier frequency of the FM carrier wave is locked in step with the vibrations of a precision quartz oscillator. The carrier drift was said thus to be confined to extremely close limits, an achievement which removes one of the final obstacles to FM broadcasting as a commercial reality.

F. R. Lack, manager of the WE specialty products division, said the new line exhibits a carrier stability matching that of the best AM units currently in use on the standard band. Emphasizing the importance of carrier stability as a factor in high-quality transmission and reception, Mr. Lock pointed out that the system limits carrier drift to within .0025%—at least four times better than the present FCC requirement of .01%.

Mechanical Features

The unit now in production, known as 503A-1, is completely self-contained, functions either as a transmitter for powers up to 1 kw. or as a driver for high-power radio-frequency amplifiers where more than 1 kw. output is required. In the frequency range 30 to 15,000 cycles, the equipment shows less than 2% distortion in audio quality.

Many of the mechanical features of the new unit as well as some electrical circuits and parts common to both FM and AM, have been brought over directly from the 443A-1 AM transmitter introduced last year. The cabinet, styled in modern convention by Henry Dreyfuss, industrial artist, to harmonize with present-day interiors, is entirely independent of the interior structure both electrically and mechanically.

Cathode Tube Contest

ALLEN B. DUMONT LABS., Passaic, N. J., has announced a prize contest for engineers, physicists, laboratory workers, servicemen and other such workers, dealing with new and practical applications of the cathode-ray tube and its allied equipment, the three best papers submitted from June 1, 1940 to May 31, 1941 to receive grand prize of $100, $50 and $25. Papers accepted for publication in the DuMont monthly *Oscillographer* will receive an honorarium of $10 per paper, all entries to become the property of DuMont Labs. Contestants may submit any number of papers, dealing with actual application in any field of the tube, subject matter alone to be considered.

Rebroadcasts in Alaska

KFAR, Fairbanks, Alaska, has received FCC authority to rebroadcast NBC programs carried over the NBC international shortwave stations WNBI and WRCA, New York, and the General Electric shortwave stations, WGEO-WGEA, Schenectady, and KGEI, San Francisco. Chief Engineer Stanton D. Benett has erected a special antenna array to pick up these and also the shortwave broadcasts from European countries. Land lines for regular network connections to Alaska are unavailable.

RCA at World's Fair

M. F. BURNS, assistant vice-president of RCA Mfg. Co., who has had charge of RCA Photophone's West Coast movie industry relations, has been appointed director of the RCA exhibit at the New York World's Fair to greet customers and visitors as well as make a study of public reactions to television as an entertainment medium. Joseph D'Agostino, on leave of absence from NBC's engineering department in New York, continues in charge of the RCA exhibit's operations, the position he held last year.

Mr. Burns

FM, Video Halt Treaty Decision

Border Stations Continue to Request Special Status

TAKING a back seat temporarily because of the urgency of FM and television allocations and of the long-overdue Network Monopoly Report, the standard broadcast band reallocation provided for under the Havana Treaty is expected to go before the FCC for final action as soon as these other "expedite" matters are cleared.

Involving realignment of 90% of the 830-odd stations in the standard broadcast band, the treaty reallocation, so far as known, has hit no further diplomatic snags. It had been held up for more than a year because of the adamant attitude of Mexico, after ratification by the United States, Canada and Cuba. Tentatively, Aug. 1 is set as the deadline for the actual treaty allocation but best information now is that "moving day" will not occur until possibly Dec. 1 or perhaps the first of next year.

Border Stations

The preliminary work involved realignment of station assignments aside from those specifically provided for in the treaty. This primarily revolves around means of reducing to writing the "gentlemen's agreement" reached with Mexico and Canada whereby six channels will be given Mexico on a guaranteed basis outside the actual terms of the treaty itself.

While there is official denial of reports that Mexican border station operators have received assurances they will not be molested in the shift, unofficially it was reported that interests operating on behalf of Dr. John R. Brinkley and Norman T. Baker as well as other border station operators, have not let up in their efforts to seek continued operation. Mexican Undersecretary of State Beteta was in Washington in mid-May to attend the sessions of the Eighth American Scientific Congress and, it is understood, probably had occasion to discuss the border station situation. It was stated on his behalf that he is in full accord with the treaty terms, designed to eliminate the stations.

FOUR special programs, including a post-season *America's Town Meeting of the Air*, were presented May 28-31 by NBC in connection with the Annual Conference of the American Library Assn. in Cincinnati.

Here it is - The LINGO PROVEN ANTENNA for
FM
The Lingo Turnstile Antenna
has already been proven
ideal for FM operation!
Photo shows first turnstile antenna in commercial service, built by LINGO in 1937 for RCA for facsimile operation at Columbia-Presbyterian Medical Center, New York City.
Several LINGO turnstile antennas are in use by Maj. E. H. Armstrong at W2XMN, Alpine, N. J.; and by the Yankee Network.

Now, already proven by actual years of use by pioneers in Frequency Modulation, LINGO TURNSTILE ANTENNAS are recognized as ideal for FM transmission. These patented antennas provide the utmost in performance and efficiency. Our own pioneering in this new field of broadcasting enables us to furnish complete turnstiles comprising the essential tubular steel mounting pole, elements, insulators, wires, bands, etc. Specially designed for each application for installation on buildings or supporting towers.

Write For Further Information

Our engineering staff will be pleased to assist you, without obligation, by planning the proper turnstile antenna for your particular building or supporting tower. Inquiries should indicate planned frequency, number of turnstile bays desired, location and height of building or supporting tower, etc.

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LINGO VERTICAL TUBULAR STEEL RADIATORS

FCC Report on Ultra-High Frequency (FM-Television) Allocations

Frequency Study

As a result of the recent hearings on television, Docket No. 5806, and Aural Broadcasting on Frequencies above 25,000 kc., Docket No. 5805, it became apparent that adequate frequencies for high frequency broadcasting and television could be provided only by instituting a thoroughgoing study of the use of all frequencies between 25 and 300 mc. In making the study the Commission has been greatly assisted by the Interdepartment Radio Advisory Committee. This committee, which is composed of representatives of 13 Federal agencies, advises the President under the provisions of Section 305 of the Communications Act of 1934, as amended, regarding frequencies for Federal Government operations.

To those who are familiar with the existing allocations, the problem of selecting suitable frequency bands to accommodate FM and television is immediately apparent. It will be recalled that lengthy hearings were held in June, 1936, and June, 1938, to consider the allocation to services of frequencies in the bands above 25,000 kc. The hearings were widely publicized and were attended by representatives of the various departments of the Federal Government, State and municipal government representatives, and persons and organizations representing all classes of radio services and the radio industry generally. As a result of these earlier hearings the Commission amended its Rules and Regulations so as to provide specific channels for each of the recognized services. The exact allocations heretofore in effect appear in Appendix B to the General Rules and Regulations of the Commission.

The frequencies which are assigned to the Government departments appear in the Commission's list for information purposes only. These frequencies are assigned for the use of Government stations by executive order of the President.

In considering the needs of high-frequency broadcasting and also the needs of television, the Commission decided that 40 channels should be allocated to the broadcasting service between 40 and 50 mc. and 7 channels for television service below 108 mc. A continuous band is provided for frequency modulation, thus assuring a degree of uniformity in the quality of the different FM channels and tending toward simplicity and economy of FM receiving sets. It was further decided that wide-band frequency modulation channels of 200 kc. in width should be adopted as standard. This will achieve a high standard of high-fidelity aural broadcasting and incidentally accommodate the simultaneous multiplexing of facsimile transmissions. On this basis, a total band of 8 mc. is required for FM broadcasting which includes 1 mc. (5 FM channels) for non-commercial educational broadcast stations and 7 mc. (35 channels) for commercial FM broadcast stations. An extensive study has been made by the Commission's engineering staff and by the Interdepartment Radio Advisory Committee—numerous conferences and meetings were held.

Federal Cooperation

The foregoing allocation plan was finally arrived at after thorough consideration of more than a score of allocation possibilities. The following arrangement between the Commission and the Interdepartment Radio Advisory Committee is a part of the plan of allocation as a whole:

(1) Non-Federal services are to have priority rights between 60 and 66 mc. and 118-119 mc. instead of the Federal Government services. A reasonable length of time will be required for the Government to vacate these frequencies; consequently, Jan. 1, 1941 has been set as the date for unlimited operation in these bands by non-Federal services.

(2) The FCC agreed to the relinquishment to the Federal Government services of the frequency bands 41-42 mc. and 132-140 mc. It was further agreed that unlimited operation in these bands by Federal Government stations will not be authorized prior to Jan. 1, 1941.

In addition, the Commission decided to discontinue television service in the present television channels Nos. 1 and 8; i.e., 44-50 mc., and 156-162 mc. Accordingly, since old television channel No. 1 is discontinued, television channel No. 2 will be renumbered television channel No. 1; and a new channel to be known as television channel No. 2, will be assigned from 60 to 66 mc. There is thus no loss of total space assigned to television below 66 mc., and there will remain a total of 7 television channels below 108 mc. Former television channel No. 8, 156-162 mc. together with frequencies between 116 and 119 mc. will be used to replace assignments in the band 132-140 mc.

New Allocations

Under these arrangements, the new allocations will become effective immediately on a limited basis. After Jan. 1, 1941, the Commission may authorize unlimited-time operation for all stations affected by Order No. 67. The new allocations are as follows:

25-41 mc.—No change.*

41-42 mc.—Government.

42-43 mc.—Non-commercial Educational Broadcasting Stations. Frequencies: 42100, 42300, 42500, 42700, and 42900 kc. New stations will be expected to use wide-band frequency modulation which may include multiplex transmission of facsimile programs simultaneously with aural broadcasting. Existing stations will be authorized to continue their operation without change except as to frequency which will be approximately 1 mc. higher than at present.

43-50 mc.—Broadcasting. Regular commercial service will be authorized employing wide-band FM which may include the multiplexing of facsimile transmissions simultaneously with aural broadcasting. The following are the exact frequencies to be assigned:

43100	44900	46700	48500
43300	45100	46900	48700
43500	45300	47100	48900
43700	45500	47300	49100
43900	45700	47500	49300
44100	45900	47700	49500
44300	46100	47900	49700
44500	46300	48100	49900
44700	46500	48300	

50-56 mc.—Television channel No. 1.

56-60 mc.—Amateur. (No change)

60-66 mc.—Television channel No. 2.

66-72 mc.—Television channel No. 3. (No change)

72-116 mc.—No change.

116-119 mc.—See Note 1.*

119-132 mc.—No change.

132-140 mc.—Government. See note 1.

140-156 mc.—No change.

156-162 mc.—See Note 1.

162-300 mc.—No change, except for renumbering the television channels. This is due to the discontinuance of former television channel No. 8, 156-162 mc. for television service.

Television Channels

The new numbering of television channels in this range of frequencies is as follows:

162-168 mc.	No. 8	234-240 mc.	No. 13
180-186 mc.	No. 9	240-246 mc.	No. 14
186-192 mc.	No. 10	258-264 mc.	No. 15
204-210 mc.	No. 11	264-270 mc.	No. 16
210-216 mc.	No. 12	282-288 mc.	No. 17
		288-294 mc.	No. 18

Under the foregoing arrangement the Commission has been able to maintain seven television channels below 108 mc. and at the same time provide an adequate number of channels for FM. In addition, these and other services will benefit by the changes.

Sky wave interference on frequencies immediately below 50 mc. is known to be greater than on the higher frequencies. While it is likewise recognized that the effects of shadows and fading become more pronounced as the frequency increases, it is, nevertheless, believed that such factors are not substantially different on frequencies in the vicinity of 60 mc. Furthermore, it is generally conceded that the problem of diathermy interference is now most acute on frequencies immediately below 50 mc. Thus by allocating 60 to 66 mc. instead of 44-50 mc. to the television service, a good balance has been achieved between the effects of sky wave and diathermy interference on the lower frequencies and the effects of shadows and fading on the higher bands.

Considerable testimony was adduced at the hearing regarding the relative merits of wide-band as against narrow-band frequency modulation. Additional data was also filed in the briefs submitted by the various parties to the hearing. In weighing the claims and counter-claims regarding the relative value of the two methods of modulation, the Commission decided that the public interest will best be served at this particular stage of development of the art by the assignment of wide channels, thereby affording full opportunity to use the 200-kc. band for multiplexing both aural and facsimile transmissions. Should it later appear that channels of lesser width will provide superior service, the Commission can then reopen the matter. By adopting wide band FM channels at this particular time, it will be possible for the public to continue the use of receivers designed for wide-band reception even though narower channels may later be authorized.

Miscellaneous Services

The miscellaneous radio services now assigned frequencies between 132 and 140 mc. will benefit by the changes in that 9 mc. are allocated where formerly only 8 mc. were available. Assuming that a 100-kc. channeling system is adopted between 116 and 119 mc. and a 150 kc. system between 156 and 162 mc., the miscellaneous services will receive 70 channels as compared with 57 channels in the past. The change has the further advantage of providing frequencies for experimentation with different propagation characteristics in two large blocks.

In considering these changes it was necessary to weigh the particular needs and problems of the various non-Federal services as well as the Government's requirements, analyzed above, and to determine the permissibility of the allocations under our international undertakings; also to have regard for the future of radio operation in the services involved, from an international standpoint, so far as could be foreseen. The changes should result in improved service for all stations which are affected by the Commission's order and will fully meet the varied situations presented of a national and international character. Rules and regulations and standards of good engineering practice will be promulgated at an early date. Meanwhile, all stations will be continued as at present.

Finally, the Commission wishes to express its appreciation to the Government departments and agencies concerned and to the members of the Interdepartment Radio Advisory Committee and to the chairman of that committee, its own chief engineer, for the splendid cooperation and assistance rendered in helping to solve this difficult problem. This task required the shifting of assignments for many thousands of Government stations. Without such assistance and the thoroughgoing studies made of every conceivable factor affecting both Government and non-Government operation, the final plan could not have been worked out with such satisfactory results and uniform concurrence.

[1] The frequency bands 116-119 mc. and 156-162 mc. will be used as replacement frequencies for the services now operating in the band 132-140 mc. No commercial licenses as distinguished from experimental, will be authorized within the band 116-119 mc. prior to Jan. 1, 1942.

* The bands 25000 to 27000 kc. and 116000 to 118000 kc. will not hereafter be assigned to FM domestic broadcasting.

Dream Comes True

MAJ. E. H. ARMSTRONG

Factories Ready to Produce FM Sets; Facsimile Encouraged by Multiplexing

PREPARED to produce FM receiving sets even faster than FM stations take the air, some of the leading radio manufacturers have announced they will have models on the market shortly while facsimile apparatus manufacturers intend to push their wares to take advantage of the multiplexing phase of FM transmission and reception.

Stromberg-Carlson for several months has been advertising FM receivers, of which it has five models. General Electric has produced various FM experimental receivers but has not placed them on the market, although it is prepared to do so immediately. Zenith and Stewart-Warner have announced their readiness to place sets on the market, Zenith making its plans known at its recent dealers convention in Chicago and Stewart-Warner stating that it will show console and table models at its Chicago convention June 14-15. Among other manufacturers announcing their readiness to make FM receivers available are Scott, National, Pilot and Hallcrafter.

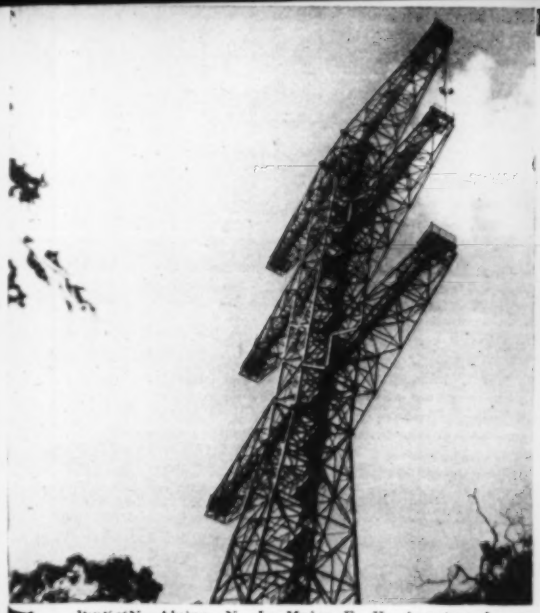
Transmitting equipment so far has been made under Armstrong license only by Radio Engineering Laboratories and General Electric Co., although Western Electric Co. has recently entered the field. REL has some 14 or 15 installations to its credit, including the Yankee Network's 50-kw. transmitter. Maj. Armstrong has stated that he is ready to license under his patents any manufacturer with enough technical skill to produce creditable equipment. In the facsimile transmission field, the chief manufacturing activity has been identified with RCA, Finch Telecommunications Inc. and John V. L. Hogan, the inventor and engineering consultant who owns WQXR, New York.

FM TRANSMITTERS ANNOUNCED BY GE

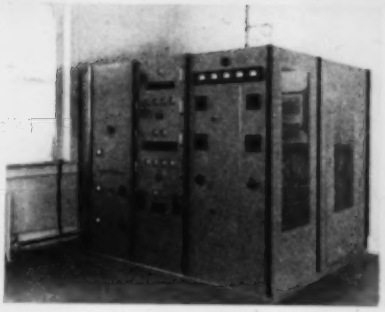
DECLARING it is "ready to meet the demand which will inevitably result from the favorable announcement of the FCC toward commercial FM," Dr. W. R. G. Baker, manager of the radio and television department of General Electric Co. stated May 24 his company has available a flexible line of FM transmitters. The line ranges from 250 watts to 1, 3, 10 and 50 kw., he said.

The basic GE unit of 250 watts is used as an exciter for transmitters of higher output rating. To increase power, the amplifier units may be added initially or later, he said. The transmitters incorporate new ideas of circuit simplicity, accessibility and low tube cost, according to Dr. Baker, and the actual measured performances characteristics substantiate the perfection of audio fidelity, dynamic range and low distortion claimed by Maj. E. H. Armstrong, inventor of wide swing FM, for the method.

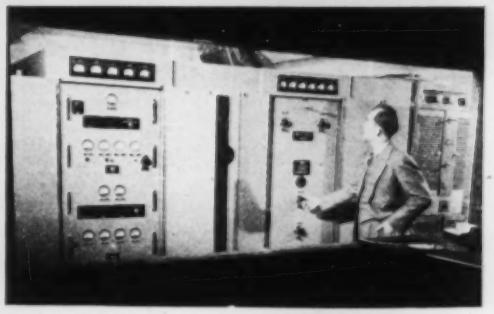
GE also announced two antenna designs for FM—a simple vertical half-wave for small stations, and a turnstile for those wanting an antenna with power gain. The latter has a gain of approximately 7 decibels over a single cross arm section, or 4 db. over a dipole in the direction of maximum radiation.



W2XMN—Alpine, N. J.—Major E. H. Armstrong's original 40 kw FM transmitter tower—equipment by REL—in service since April 1938.



REL 1 kw FM transmitter at W3XO—Washington, D. C.—Jansky and Bailey—in operation since August 1939.



REL 3 kw FM transmitter at W9XAO (WTMJ) Milwaukee, Wisc.—The Journal Company—on the air since January 1940.

FREQUENCY MODULATION

(ARMSTRONG SYSTEM)

W1XOJ (Yankee Network) Paxton, Mass.—showing new 50 kw power amplifier room—on the air since May 1939 with 2 kw—since February 1940 with 50 kw—REL equipped.

W8XAD (WHEC) Rochester, N. Y.—on the air since February 1940—equipped with REL FM transmitter.

W2XOR (WOR) Bamberger Broadcasting Service, Newark, N. J.—Mutual's key station—on the air since March 1940—with REL FM transmitter.

In collaboration with Major E. H. Armstrong, REL built the first FM transmitter. As the pioneer manufacturer of FM equipment (since 1935)—REL has built 95% of the FM stations now on the air. All REL FM transmitters employ the Armstrong Phase-shift method of modulation with crystal control of the frequency—resulting in stability twice as great as required by regulations.

To assure yourself of the best in FM high fidelity and performance—we urge you to thoroughly investigate REL—the pioneer manufacturer of a complete range of FM transmission units from 1 kw to 50 kw.

REL is ready—complete manufacturing facilities—plus long engineering experience—enables us to immediately accept additional orders for FM transmitters—assuring prompt delivery—for fast installation and early operation.

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LONG ISLAND CITY, N. Y.

NAB Board Discusses Issues, Takes No Action

EXECUTIVE committee of the NAB met at the Ritz Tower, New York, May 28, for a general discussion of industry affairs, but took no definite action on any of them. Edgar Bill, WMBD, Peoria, chairman of the NAB code committee, reported on a number of problems of code administration that have arisen and his talk was followed by general discussion. Also discussed were BMI, ASCAP, the forthcoming convention, legislation affecting radio, war coverage and similar topics, but NAB committee members stated that all discussion was general and that no action was taken.

Only formal action of the board was the approval of seven new members: KGGM, Albuquerque; WPID, Petersburg, Va.; KROD, El Paso; WGTC, Greenville, N. C.; WNOE, New Orleans; KYUM, Yuma, and WLOL, Minneapolis. Attending the session were Neville Miller, NAB president; Edwin W. Craig, WSM; John Elmer, WCBM; Herb Hollister, KANS; John A. Kennedy, WCHS; Paul Morency, WTIC; Harry C. Wilder, WSYR; Everett Revercomb, NAB auditor, and C. E. Arney, NAB secretary-treasurer.

Record Briefs Filed

FILING of reply briefs on May 28 concluded the preliminaries of the appeal of the National Assn. of Performing Artists, RCA Mfg. Co. and the NAB (acting for WNEW) from the decision of the Federal District Court in the RCA-Whiteman-WNEW case, which has been placed on the calendar to be heard by the Court of Appeals during the three-week session starting June 3. Attorneys state that there is a good possibility that the hearing will begin the first week in June.

DODGE DEALERS of Chicago started a weekly half-hour musical variety show on WBBM, Chicago, titled *Rollin' Along*, placed through Ruthrauff & Ryan.

Television Again Experimental

(Continued from page 17)

vision operations in those cities, since time will be entailed in bringing about the changes. Moreover, all receiving sets (totaling about 3,000 in the New York area alone) must be recalibrated in order to pick up the new bands.

Need of Flexibility

The crux of the transmitting standards issue appears to be agreement on a flexible synchronized pulse that will actuate all types of receivers, irrespective of definition. Presumably this would be the goal of the engineering conference which the FCC proposes to call. The RMA-RCA 30-frame standard, as against 14 or 24 frames, espoused by other television manufacturers, likewise appears to have greatest engineering support.

The more optimistic officials foresaw agreement fairly soon, with new rules by early fall to permit full commercialization probably around next Christmas. The fact that Commissioner Craven voted for the report, in the face of the determined position he has taken regarding commercial television, was seen as possible confirmation of this view. Whether definite commitments or concessions were made with this objective in view, however, was not ascertainable.

Following the bitterly contested rehearing in April, the engineering consensus, according to the FCC opinion, was that principal witnesses agreed the Commission should set television standards and that, based on the differences reflected by expert witnesses, such standards could not be established today. As a consequence, it was decided to go back to experimental rather than limited commercial or full commercial operation. With 30-odd applications pending for television and a grand total of 42 licensed, authorized or applied-for stations involved, the Commission apparently feels that it will be in a position to authorize varied and competitive television experimentation to enable it to keep abreast of experimental progress in all phases.

In defense of the Commission's position, it was stated the television situation was far different from that involving FM because of the division in industry viewpoint. In the case of FM all groups were agreed that it was superior to AM and as a consequence the Commission felt free to authorize full commercial operation and bury AM as such for the ultra-high frequencies. If television experimenters can reach substantial unanimity as to standards, it was stated, the Commission will feel disposed to give it the go-ahead.

Reaching its decision at a special meeting May 27, the FCC that evening made public its opinion along with a six-page press release. The press release bore the headline "Way Paved For More Television Stations", with a subhead reading "FCC to Apportion Experimental Stations Throughout the Country to Avoid Monopoly Pending Agreement by Industry on a Single Uniform System."

Fly's Speech

The handout led off with the statement that, "Full commercialization of television was today promised by the FCC as soon as the engineering opinion of the industry is prepared to approve any one of the present competing television stations." The report itself, however, appeared to be rather vague on this point. The Commission said that the additional cities under consideration for television facilities, but on the experimental basis, include San Francisco, Los Angeles, Chicago, Washington, Albany, Cincinnati and Boston.

Against the optimism indicated in official quarters that full commercial television might be forthcoming soon was the statement made May 26 by FCC Chairman James Lawrence Fly in an address broadcast over MBS that "research and experimentation in television are advancing and in a few years this combination of radio sight and sound may be expected in your homes." This was seen as an indication that there might be delay in opening television for full commercial operation.

In its report on Order 65, which set television rules and regulations for further hearing last April, the Commission said that the basic questions at the hearing were (1) the wisdom of selecting and setting at this time a single uniform system of standards for television transmitting equipment, and (2) of continuing television broadcasting licenses on an experimental as distinguished from a commercial basis. Then it proceeded to review the actions of the Commission relating to television regulations, going back to its appointment of a committee on Jan. 3, 1939 to investigate the whole subject of television.

The Commission pointed out that no party to the April 8 proceeding had challenged the Commission's jurisdiction over the fixing of transmission standards and quoted the statement of Manton Davis, general counsel of RCA, waiving that point. The Commission reiterated that throughout its consideration of television it has sought to avoid action which would "freeze the state of the art at an unsatisfactory level of performance".

The keynote of the Feb. 29 report authorizing limited commercial operation, the Commission said, was that television was still in an experimental stage. It said it recognized the danger that research in television be "unduly retarded by immediate promotional activities for a single fixed system prior to the Commission's establishment of standards for this new art."

The FCC reviewed at length testimony of various witnesses regarding the position of the industry on setting standards. It concluded all this testimony buttressed its finding that the time was not yet for promulgation of standards.

Minutes of RMA

Mention was made of a "highly confidential meeting" of the RMA board of directors on Feb. 8 at which it was claimed that RCA President David Sarnoff had opposed a proposal by Philco that before any commercialization were undertaken, the RMA standards should be reopened for consideration in the light of pending research and development. Mr. Sarnoff was quoted as having stated:

"If that is the point of view, I am sure the Radio Corporation does not belong around this table and the quicker it resigns from membership and the quicker it gets out of the RMA and runs its own business in the best way that it thinks it can run it, the greater freedom we shall all have to follow whatever course we wish to follow without any arguments or contentions or oppositions."

Also reported was a purported colloquy betwen W. H. Grimditch of Philco and Mr. Sarnoff in which the latter is said to have stated "We live on obsolescence, don't we, in this industry?"

Referring to the "intensive promotional campaign" launched by RCA on March 20 to sell sets, the FCC stated this was of concern to

New York World-Telegram

"Oh, let him alone, Henry. Didn't you ever play cowboy when you were a kid?"

The best "spot" radio buy in BALTIMORE:

WFBR NEWS SERVICES

Available in 35 and 100 word live announcements and 5 or 15 minute programs.

Write for details or consult Edward Petry representative.

WFBR
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★ ON THE NBC RED NETWORK ★

it "not because of any question of fair trade practices, but because of the possible impact of RCA's whole course of conduct upon television broadcasting standards." The report added that it was apparent to the Commission that it was necessary to "reinquire into the whole situation in order to ascertain whether the rules which it had adopted on Feb. 29 were contributing toward a result contrary to their fundamental purpose of maintaining fluidity in the art in order to promote its advance and to avoid the premature crystallization of transmission standards, the result against which both the Commission and the industry had warned."

The Commission added it felt that action in the light of these facts was compelled by the Congressional mandate under which it functions.

Quoting from statements made by witnesses at the rehearing, the Commission held that the weight of the testimony was that RCA's promotional activity would have had the practical effect of crystallizing television standards to the RMA proposals and of causing a curtailment of research on other proposals. Quoted was the testimony of witnesses for Philco and DuMont, along with that of U. A. Sanabria, and Dr. Lee DeForest.

Industry Attitude

The Commission concluded it was obvious that the industry as a whole "does not share the RCA view of forging ahead regardless of the untested possibilities of improvement on the horizon." It further appears, said the report, "that the industry was not prepared to accept Sarnoff's premise of 'We live on obsolescence' as a basis of justifying a heavy public investment at current levels of efficiency."

In its conclusions, the FCC stated that to assure to the public a television system which is the product of comparative research on known possibilities, standards of transmission should not now be set. It added that there should be no commercial broadcasting with its "deterring effects upon experimentation until such time as the probabilities of basic research have been fairly explored."

Then the Commission said that as soon as the engineering opinion of the industry is prepared to approve any one of the competing systems of broadcasting as the standard system, the Commission will consider the authorization of full commercialization. It added the public should not be "inflicted with a hodgepodge of different television broadcasting and receiving systems."

Reaction on Market

New York manufacturers, distributors and retailers expressed disappointment over the decision to delay commercialization but little formal comment was forthcoming. Apparently leading companies, including RCA, desired to await the issuance of actual rules and regulations before expressing detailed opinions.

Sales of sets in the New York area were running around 75 per week, which was larger than the average for July to December of last year. It was thought that this pace could be stepped up with proper promotion but, on the other hand, it was pointed out that television is placed at a psychological disadvantage because of the experimental tag. Moreover, intensive merchandising of FM sets, by virtue of full commercialization authorized for that medium, would react unfavorably to the movement of television receivers at this stage.

MAKING WAR NAMES LISTENABLE

American Versions Used Unless Cities in the News Have No Apparent Anglicized Quality

POLICIES of the networks on pronunciation of names of foreign towns falling within the war area have been altered as the direction of the war has moved westward into Belgium and France. As long as the news was concerned with the completely unfamiliar place names of Poland, Finland and Norway, the rule was to follow native pronunciation as closely as possible. Present procedure, however, is to use whatever pronunciation will be most easily understood by the average American listener. This method, it is reported, is being followed generally by local stations also in their newscasts.

If the name of the city has commonly been Anglicized (Paris, Ostend etc.) the English version is, of course, used. If the name is one that has an obvious English equivalent which a typical American is apt to use in reading his newspaper or examining a war map (St. Quentin is a good example) the Anglicized version is used. For other place names, which have neither a familiar nor an apparent English equivalent, the rule is to stick as closely as possible to the native pronunciation and still be understandable to the listener who knows no language but English.

Both NBC and CBS have prepared standardized lists for the guidance of their headquarters staffs of announcers and commentators, but neither network takes the matter very seriously. As one network official put it, "Our job is to give our listeners the news as rapidly and as clearly as possible and in a task of this magnitude the niceties of pronunciation are a very minor matter. Of course, we'd like to have all pronunciations standard, but that is a practical impossibility, especially when you consider how many of our broadcasts on the war are made by foreign correspondents, military experts and other speakers outside our own announcing staff."

FDR Jr.'s BMI Song

THE PRESIDENT'S son, Franklin Delano Roosevelt Jr., has joined the ranks of BMI composers. The industry-owned publishing house has just purchased his song "The Rest of My Life", written in collaboration with Kenrick Sparrow for the U of Virginia's annual musical comedy, and to be issued shortly to BMI members.

NEGOTIATIONS for a contract covering staff announcers employed at WQXR, New York, have been started with the station management by George Heller, executive secretary of the New York local of AFRA.

To Publish Vallee Show Music

ORIGINAL music, written especially for the current NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp., New York (Sealtest milk), will be published shortly for general distribution. It is planned to select 12 numbers from the first 12 original musical comedy broadcasts. Some will be published in folio form and others as straight popular music, it was said.

WOV Musicians Back After Sympathy Strike

MEMBERS of the new local (802) of the American Federation of Musicians returned to work at WOV, New York, May 26, marking the end of a three-month period during which the station was without the services of live musicians. Men had walked out of WOV Feb. 17 in a sympathy strike called by the union in an attempt to force a settlement of the disagreement between AFM Local 77 in Philadelphia and WPEN of that city, which at that time was likewise without musicians. Both WPEN and WOV are owned by Arde Bulova, who has since personally directed negotiations with the union officials, resulting in the settlement of the trouble at WPEN on May 13 [BROADCASTING, May 15] and now of the trouble at WOV.

[New WOV-AFM contract, which runs for one year, calls for the employment of 12 men, four less than the previous musical staff, at a wage scale of $51 per man per week, a 13% increase over the $45 paid previously, musicians to work any four hours out of eight, any six days out of seven.]

Pure Oil and H. V.

TYING in with the May 28 start on NBC of H. V. Kaltenborn's thrice-weekly series of news analysis, *Kaltenborn Edits the News*, the Pure Oil Co., Chicago, ran a two-page spread in the May 27 issue of *Life* magazine expressing Kaltenborn's feelings about the "American way" of life. Titled "It Pays to Live in America," the advertisement pays tribute to the petroleum industry as a contributor in making this way of living possible in the words of the news analyst as he talks into an NBC microphone.

The Shortest Route
to the rich
AKRON MARKET
is via
Akron's Popular Station,

WJW

AKRON, OHIO

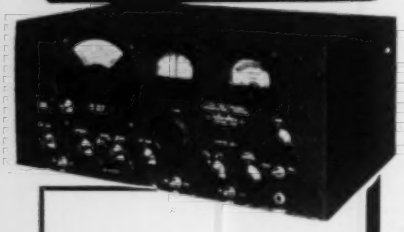
Representatives
Headley-Reed Company

SPRING is here and Summer is just around the corner. So NOW is the time to start a campaign to get your share of *profitable* Summer business from our *rich* Urban and Rural audience. Then you will be able to keep cool while the heat and your *sales* shoot up in our Summer-Proof market!

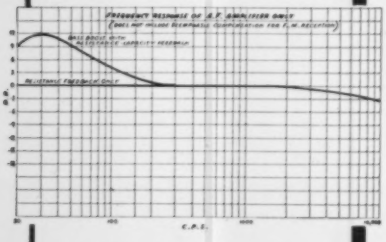
POINTS TO WSYR SYRACUSE SALES

PAUL H. RAYMER COMPANY • NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

FM/AM
COMMUNICATIONS RECEIVER



Model S-27 is the first general-coverage U.H.F. communications receiver to incorporate Frequency Modulation reception. Covers 3 bands: 27 to 46 mc; 45 to 84 mc; 81 to 145 mc. Switch changing from FM to AM reception. Acorn tubes in R.F. and newly developed converter system. High gain 1853 tubes in I.F. stages. Beam power tubes and 6C8G phase inverter in A.F. Amplifier. A VR 150 voltage regulator tube is used to assure excellent electrical stability. 955 plate-tuned oscillator. I.F. selectivity automatically sharpened to receive amplitude modulated U.H.F. signals or broadened for wide band frequency modulated signals. Front panel controls: R.F. gain control. Band switch. Antenna trimmer. I.F. selectivity (air tuned iron core) control. Volume control. Pitch control. Tone control. S-meter adjustment (meter calibrated in S and DB units.) AVC switch. Beat oscillator switch. Automatic noise limiter switch. Amplitude. Frequency Modulation switch. Send-receive switch. Phone jack.



Audio Fidelity Curve

the hallicrafters inc.
2607 SOUTH INDIANA AVENUE, CHICAGO, U. S. A.

WORLD'S LARGEST BUILDERS OF AMATEUR COMMUNICATIONS EQUIPMENT

Thousand FM Stations Foreseen

(Continued from page 19)

licensees or applicants for FM or of preference to existing broadcasters, is lacking in the FCC pronouncements thus far made. However, it is logically assumed that existing broadcasters, being after a fashion "pre-qualified" by virtue of present operation under established rules and regulations, would be in an ideal position to acquire licenses with least difficulty.

Program Problem

Moreover, the fact that newcomers to radio seeking FM would have to anticipate a long period of "sustaining" operation, with no assurance of return through program sponsorship for several years, would militate against the willingness of most new applicants to undertake the long pull.

On the other hand, the economics for the established broadcaster appear to be far less onerous since the FM transmitter and studio-program operations could be maintained by the same operating staff handling the standard station, with the identical program broadcast simultaneously. There is no indication at this time that the FCC intends to require separate programming for FM. Quite the contrary, it is expected that until the new service acquires an audience by virtue of sale of FM receivers, it will advocate a parallel FM-AM service, identically programmed except for possible emphasis on "high fidelity programming".

With set manufacturers launching merchandising campaigns for FM receivers, and with sales naturally expected in areas where the new service is available by virtue of the simultaneous AM-FM transmissions, standard broadcasters would be in a position to recoup a portion of their expenditures before independent FM broadcasters who would not have the advantage of the parallel standard service. By keeping tab on sale of FM combinations or FM-only sets, established broadcasters would be in a position to increase rates commensurate with the increased set ownership.

The gradual replacement of AM by FM is expected to come first among local stations, serving small compact areas. These will be followed by regional stations, particularly in the more populous areas. FCC engineers do not feel that the clear-channel stations ever will be replaced by FM because of their coverage of sparsely settled and remote areas.

Once the FCC approves its FM engineering standards, along with rules and regulations, applicants then will be in a position to apply for full commercial licenses. The orderly procedure, it is felt, would be for the FCC to classify channels, rather than stations, specifying that on the most preferred frequencies the RI should be such as to provide a minimum prescribed service in the given area and on down the line. The FCC's standards probably will specify optimum power, antenna height and antenna efficiency computations, which will be based on the rather meager practical information now available plus theoretical deductions which may later be revised. Channels probably would be classified as to maximum duplication and minimum duplication, depending upon the service areas of the proposed stations.

Service Areas

Presumably applicants, based on the engineering standards, would be asked to define the trading areas or cities which they propose to serve. In this respect the FCC stated that the rules and regulations and standards to be issued will enable applications to be made for facilities for a specified area and that FM stations will be rated on the basis of coverage rather than power.

Emphasis will be placed by the FCC upon the advantages of high-fidelity transmission and reception afforded by FM. It will urge applicants to use equipment with engineering efficiency from microphone to antenna that will be capable of reproducing the frequency range up to 15,000 cycles, as against the present 8,000 cycle and lower limitation on AM.

Similarly, receiving set designers will be encouraged to produce receivers capable of reproducing the full volume and range of the transmitted signal. Otherwise, it is pointed out, the primary advantage of the 200 kc. wide band channel would be lost.

With the allocations for FM definitely blocked out, receiving set manufacturers are now in a position to design sets of maximum efficiency covering the 42-50 mc. range. They have held back pending the FCC action. Moreover, they can begin manufacturing receivers during the summer months for fall retailing.

In announcing the new allocations, the FCC said that opening of the new band for commercial broadcast will help correct numerous defects and inequalities existing in the standard system. These resulted from the scarcity of frequencies, technical characteristics and early growth of broadcasting without technical regulation. Declaring there is a lack of stations in some communities while others do not have sufficient choice of program service, the Commission said establishment of the new broadcast band in the higher frequencies will enable many communities to have their own broadcast stations.

Denison Catalog

T. S. DENISON & Co., Chicago dramatic publishers, has published a special catalogue of entertainment features available for broadcasting. The catalogue features operettas, musical comedies, choruses, songs and orchestra music released through the Society of European Stage Authors and Composers. The firm has been added by SESAC to its list of publishers whose material is available for broadcast.

Plug for Paper

MUNISING PAPER Co., Chicago, with its campaign on WTMJ, Milwaukee, is demonstrating that radio advertising is progressing beyond a purely frontal attack upon mass listeners. While the concern sells its business paper products, among them Caslon Bond, direct to printers, the WTMJ campaign is addressed to businessmen, purchasing agents, secretaries and stenographers to enlist their interest in the papers. The WTMJ advertising consists of 21 100-word spots scheduled on *Top o' the Morning.*

20th Anniversary Spurned by NAB

Industry Support Denied to 'Congress of Radio Events'

PLANS of the "Congress of Radio Events" to promote a nationwide celebration of the 20th anniversary of broadcasting this year do not have the endorsement of the NAB, it was brought out May 21 by Edward M. Kirby, NAB director of public relations.

In a letter to Paul L. Specht, chairman, Mr. Kirby said the industry, through the NAB, has been devising its own plans for observance of "Broadcasting Day" in conjunction with the New York and San Francisco Fairs, tentatively scheduled for Aug. 3 or Aug. 7. Mr. Specht had written NAB President Neville Miller asking for a "credit line for the thought, at least" of observance of "Broadcasting Day". The organization, it is reported, has contacted figures in radio in connection with its proposed promotion, along with public officials and Government departments.

Plans in the Making

Mr. Kirby told Mr. Specht there was a "Broadcasting Day" at the World's Fair in 1939 and that since the first of the year, NAB has been in contact with the Fair regarding observance of a day set aside in honor of broadcasting this year. At one time, he said, serious consideration was given the use of a large building for exhibition and promotional work throughout the entire Fair by the NAB. "At no time, to my knowledge, was your name brought up, or any reference made to any plans you had developed."

Stating that the NAB acts as the central trade body for the industry, Mr. Kirby said that if anyone is to speak or to plan for the industry as a whole, it is the NAB —"not an individual, whether within or without the industry." Otherwise, he said that radio would be "left to the whims of outside, individual exploiters and promoters, however worthy their schemes might be."

Outlining promotional plans of the NAB, which do not contemplate celebration of radio's 20th anniversary prior to the elections, Mr. Kirby said that even should policy permit, there is no opportunity for the industry to tie up with any other promotions in the current year.

JUBILANT were these two when the weekly NBC *Standard Symphony Hour* and *Standard School Broadcast* were cited as programs of highest artistic merit by Phi Beta, national woman's professional fraternity for music and dramatic art. A bronze plaque was presented to Standard Oil Co., San Francisco, sponsor of the programs. H. H. Roberts, sponsor representative (right), received the award. John Ribbe, NBC San Francisco producer of the series, is pictured congratulating him following the presentation at NBC Hollywood studios.

Fond of Floyd

THE late Floyd Gibbons recently helped baffle the General Electric market research staff. Two audience reaction survey cards received recently by GE listed the deceased news commentator as tops. Since the cards were part of a batch sent out in July, 1930, GE looked further into the matter. One listener confessed that he had found the card recently and sent it in by mistake. However, the other swore that he mailed his card soon after receiving it, pointing out that he listed on it an address from which he moved eight years ago. Although it bore a 1940 postmark, the writer maintained that it must have been held up for a decade somewhere.

WHB Seeks Fulltime

A THIRD application for fulltime on 710 kc., on which WOR, Newark is the dominant station, was filed with the FCC May 21 by WHB, Kansas City, now operating daytime on 860 kc. Other pending applications are those of WTCN, St. Paul and KSOO, Sioux Falls, S. D. In addition to WOR, other stations now on the channel are KIRO, Seattle, and KMPC, Los Angeles. WHB seeks 5,000 watts.

John Henry's 'Crime Quiz'

SCRIPT LIBRARY, division of Radio Events, New York, has placed its latest transcribed daily series *Crime Quiz*, written by John Henry, former general manager of the Central States Broadcasting System (KOIL, Omaha; KFAB-KFOR, Lincoln), on the following stations: KFIZ WDWS WLAK WFBM WCAX KCKN KDLR WMAN KPAB KGGM WHOP KFWB KUTA KPMC KSOO WMOB KRBM WQDM WHLS WBTM WHBQ WQAN WIND KSFO WBNS WTMJ WGBI KFXM WHBL WNBC WJBC KRGV KYW WRC KDB WKOK KCMO; also KHBC, Hilo, Hawaii; PRD2, Rio de Janeiro, and CHNS CHSJ CFRB CFRN CFCN CKOV CHRC, Canada.

F. M. Office in N. Y.

(*Continued from page 14*)

censorship and interference with the management policies of broadcast stations.

"The fact that competition for listeners will now be based on program preference rather than signal preference will undoubtedly result in some improvement in program structure. It will at least tend toward equal opportunity for broadcasters to serve the public, with the obvious result that he who serves the public best will have the listeners. The limitation on stations will not be one of economics, rather than technical facilities.

"In smaller places, where it would be impractical to operate stations day and night, day-in and day-out, the need for part-time stations will likely develop and the facilities will be available to satisfy that need.

"FM should accelerate the expansion of education by radio by reason of its occupation of frequencies adjacent to those commercially developed. Their musical programs should, by reason of their high quality made possible by FM, increase tremendously future generations' appreciation of music. A great opportunity for educational institutions is here.

"Seldom has a great technical invention or development failed to make obsolete certain existing plant and at least temporary unemployment. Such is not the case with FM. Since several years will be required before the operation of standard broadcast stations will become uneconomic, plant investment will have been retired and employment will have been maintained.

"In the meantime, the building of new stations, manufacture and maintenance of receiving sets, and employment of additional operators and talent will result in an immediate increase in employment.

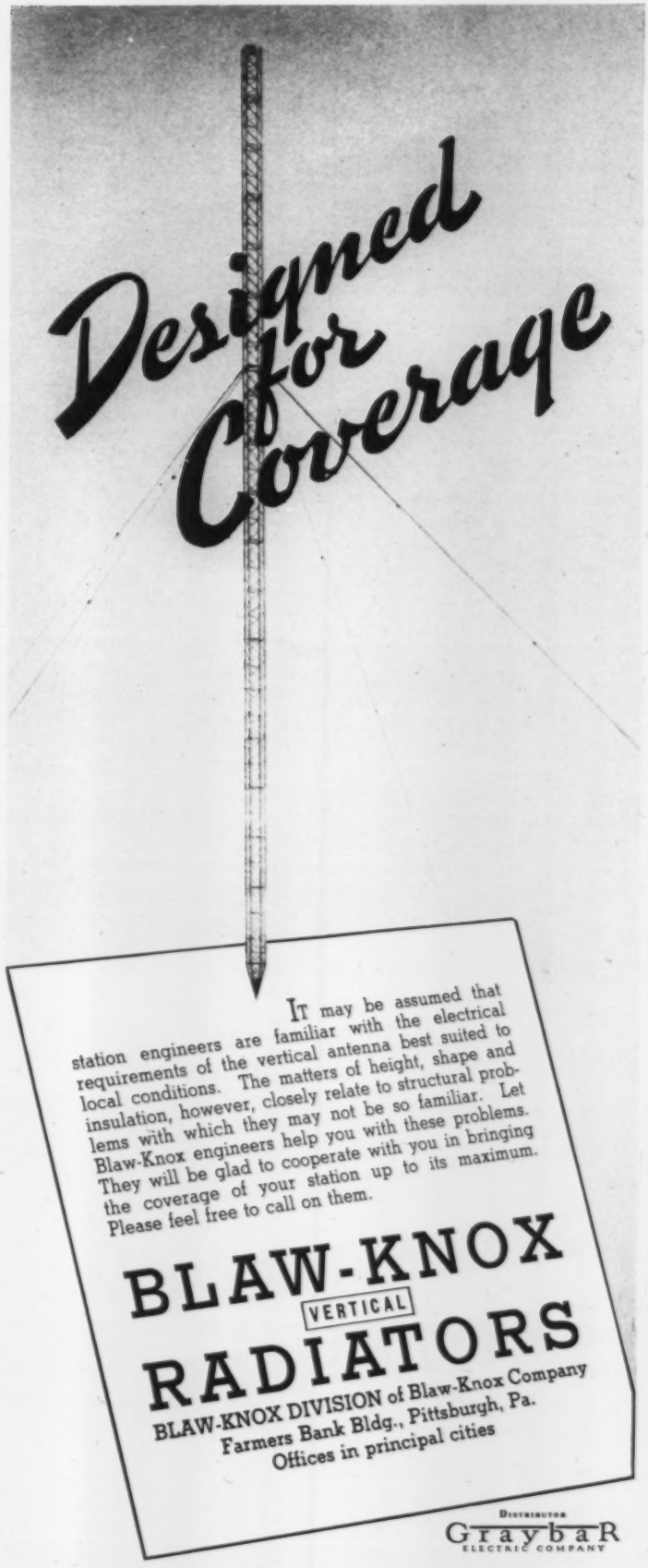
"The broadcasters and the public owe a sincere debt of gratitude to Maj. Armstrong for this great advance in radio."

Opera on Tour Appeals New York Court Ruling

OPERA ON TOUR on May 27 filed notice of appeal in the New York State Court of Appeals following the decision Jan. 28 by the Appellate Division of the New York Supreme Court upholding the right of organized labor to order stagehands not to work for the opera company because of its use of recorded music in place of an orchestra and chorus [BROADCASTING, Feb. 15].

The Appellate decision reversed a previous order by Judge Kenneth P. O'Brien of the New York Supreme Court granting Opera on Tour a permanent injunction restraining Joseph N. Weber, president of the AFM, and George E. Browne, president of the International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators of United States and Canada, from ruling that the stagehands and musicians should sign with the opera company.

DAY that H. V. Kaltenborn started the most strenuous schedule of his career, 11 broadcasts a week on NBC-Red, he underwent a minor operation, turning up at his desk a half-hour after leaving the operating table to prepare for his first afternoon show.


Designed for Coverage
It may be assumed that station engineers are familiar with the electrical requirements of the vertical antenna best suited to local conditions. The matters of height, shape and insulation, however, closely relate to structural problems with which they may not be so familiar. Let Blaw-Knox engineers help you with these problems. They will be glad to cooperate with you in bringing the coverage of your station up to its maximum. Please feel free to call on them.
BLAW-KNOX
VERTICAL
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Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities
Distributor
GraybaR
ELECTRIC COMPANY

CBS Opposition To WNYC Draws LaGuardia's Fire

New York Mayor Urges FCC To Study Net's Records

FLATLY charging CBS with "collusion", Mayor F. H. LaGuardia, of New York, on May 25 requested the FCC to undertake a thorough examination of the network's financial records to develop his claim that CBS is attempting to abolish and suppress WNYC, New York municipal station.

The Mayor's charges grew out of CBS opposition to the application of WNYC to extend its operating time to 11 p.m. on 810 kc. CBS opposed on behalf of WCCO, Minneapolis CBS-owned station, which operates fulltime as a clear channel station on 810 kc. The FCC conducted hearings on the technical phases of the application May 27-29, recessing the hearings on other factors until early June. The case is one of several involving proposed clear channel breakdowns.

Claims Collusion

Mayor LaGuardia's attack on CBS gained public attention several weeks ago after Harold Riegelman, counsel of the local Citizens Budget Commission Inc., testifying before a special committee of the New York City Council and the Board of Estimate, urged elimination of WNYC as an economy measure and transferring its operation to private interests. Subsequently the Mayor charged "collusion" between CBS officials and Mr. Riegelman "in furtherance of this vicious scheme". He also charged that CBS was seeking to preempt 810 kc. for WCCO at the expense of WNYC.

In his May 25 letter to the FCC the Mayor stated: "I am calling your attention to the fact that CBS and Harold Riegelman, representing the Citizens Budget Commission Inc. as its attorney, have been acting in collusion for the purpose of abolishing and suppressing the municipal broadcasting station, WNYC, and bringing about its transfer to CBS."

On the basis of a preliminary report by William B. Herlands, city commissioner of investigation, he charged that Mr. Riegelman, prior to appearing before the City Council committee, had met with Lawrence Lowman and Mefford R. Runyon, CBS vice-presidents, who supplied him "with data, material, expert advice, technical opinion, and information concerning the proceedings pending before the FCC as arguments and reasons for eliminating WNYC as a municipal broadcasting station and for leasing it to 'private interests'."

"The collusive arrangement between CBS and Riegelman was conceived and maintained in secrecy," he continued. "Neither CBS, Riegelman, nor any of their employes ever disclosed to any public agency or to the public generally the fact that they had been meeting and working together on the proposition that WNYC be suppressed as a municipal broadcasting station, and that it should be turned over in the form of a lease to private interests. This is the first instance of an attempt by one radio station to obtain control of another station through indirect action—in this case by instigating a collusive demand that the desired station should be leased, in order to aid its own interests and its opposition to an application of an existing station.

"The adequate protection of the public interest of New York City and its municipal broadcasting station (WNYC) requires that there be a comprehensive inquiry by the FCC into the scheme and conspiracy between CBS and Riegelman. It is imperative that the device employed by CBS should be thoroughly ventilated in all respects. I specifically request that the books and financial records of CBS for the past year be given a thorough examination for the purpose of determining how much CBS has spent for contributions, lawyers, entertainment, promotion and also in the form of hidden payments and covered items."

The CBS-LaGuardia squabble broke into the open May 19 when the Mayor attempted to involve the network in the Citizens Budget Commission drive against WNYC's continued municipal operation. The drive was temporarily blocked May 21 when the City Council approved the complete budget, including the WNYC appropriation of $118,405, which insures the station's continuance until July 1, 1941.

Charges Called 'Nonsense'

The Mayor's charges were promptly and emphatically denied by both Mr. Riegelman, who called them "characteristic nonsense", and by CBS. In its answering statements, the network disavowed any intention of seeking WNYC's frequency and charged that the WNYC application conflicts directly with "the necessary assignment and regulation of radio frequencies" as well as the Havana Treaty, terming the proposal an "invasion". Participation of CBS officials in meetings with Mr. Riegelman and Mr. Herlands was "in a spirit of rendering a public service to the city", it was explained. It was also pointed out that expert advice had been sought from executives of various broadcasting companies, not merely CBS.

In a subsequent statement CBS charged that the Mayor's attacks were "intended to hide the facts" and were merely "very fancy window dressing for the two things he wants", which, according to CBS, are to keep WNYC on the air as a municipal operation and to gain "greater privileges on the broadcasting band from the FCC."

At the first FCC hearing on the WNYC application, held March 29, Mayor LaGuardia had argued that a non-commercial, Government-owned station should have priority for wavelengths and time over a privately-owned commercial station. If the law does not now provide this priority, he declared he would ask Congress to amend the Communications Act to secure it [BROADCASTING, April 1].

The May 27-29 hearing, conducted by Rosel H. Hyde, FCC principal attorney, was highlighted by participation of the State of Minnesota, through Alfred W. Bowen, special counsel representing the State Attorney General, and several members of the Minnesota Congressional delegation. The State representation, acting on behalf of WCCO, indicated the State would resist any efforts to diminish or interfere with the clear-channel service of WCCO.

Count's Courtesy

COURTESY of the French Ambasasdor to the United States, Count Fene Doynel de Saint-Quentin, made it easy for WHEC engineers to record his Phi Beta Kappa commencement address May 28 at Hobart College, 40 miles from Rochester. During his 40-minute address the Ambassador paused twice while Bob Campbell, remote engineer, changed records on the recording outfit. Harry LeBrun, chief announcer, handled the pickup.

Deft Commercials

(*Continued from page 16*)

tisers should do—use more of the faculties which, in radio, they have at their command. A number of programs, particularly the larger ones, where the outlay *demands* maximum results fully realize this fact.

Their advertising is presented by various means—in dialogue, in emotional scenes, with a humorous slant, by advertising deftly inserted in the program itself, with before-and-after treatment, by songs dealing with the product, and so on, many programs having their own original form of presentation.

Incidentally, in our references to straight commercials, we do not, of course, include those with a "personal angle". When the advertising message is delivered by the star of a show, by someone the listeners feel he *knows*, the effect is naturally far different than when the spokesman is an announcer entirely unknown to him. It is human nature to listen to advice from a friend, and to disregard it—perhaps even to resent it—from a stranger.

Personal Messages

That is the reason for the highly successful "personal" commercials from various popular performers, from the chief characters of dramatic serials, from the homespun leaders of hillybilly bands, from *all* radio artists—announcers included—who have established a loyal, *believing* following. But how many announcers can lay claim to such a following? Very few indeed. The others can rely only on what they must say to attract the listeners—to overcome his habit of "closing his ears".

To do this, he should begin the announcement with something new and striking, something that doesn't immediately smack of advertising. Make the listener *want* to hear what's coming next. Don't force it on him. Try always to be original. There are thousands of ways to open your commercial effectively, just as there are innumerable ways to put the "narrative hook" on a popular short story. Compare, for instance, these two beginnings:

"Friends, for the thrill of a life time, just slip behind the wheel of a new Johnson 8 . . . Drive it . . . Watch it soar over hills and speed down the straightaway . . . Feel the smooth, quiet purr of its powerful engine . . ."

"One! Two! Three! He's on his knees! Four! He's getting up! But . . . wham! . . . he's down again . . . out for keeps that time . . . and the champion is still champion! And that's what a Johnson 8 is, friends —a real champion! It's a champion in its smooth, quiet power—a champion in its incredibly fast pick-up —a champion in . . ."

Disregarding dignity of phraseology, or any other extraneous matters which may come to your mind, the fact is that the second commercial would be far more likely to prevent the listener from unconsciously "closing his ears" to your message. If more than one voice is used, make your dialogue really dramatic; begin with an exciting situation; work in your advertising *after* you have a firm hold on the listener. And don't be afraid of so-called commercial "plugs" in your program's script. Far from being resented by the listener,—which, strangely, seems to be the opinion of a few,—they are welcomed for their originality and painlessness when cleverly done. Use humor, pathos, gaiety, music, sound effects—everything you can to get your advertising, like the rest of your program, across with *color*. From the classified section to sky-writing, advertising is, and always will be, showmanship. So, be a showman—not an after dinner speaker!

Mayflower Denied Plea For Facilities of WAAB

HOLDING that it was not financially qualified to construct and operate the proposed station, the FCC on May 29 denied the application of Mayflower Broadcasting Co. for the facilities of WAAB, Colonial Network key station in Boston owned by the John Shepard interests. At the same time the Commission renewed the WAAB license, covering its fulltime 1,000-watt operation on 1410 kc.

Mayflower had gone to hearing on its request for the WAAB facilities. The Commission's findings were that the representatitions in its application, which stated that the stockholders were prepared to put up $100,000, were not true. Stockholders in the Mayflower company are George R. Dunham, president, 350 shares; John J. McCann, treasurer, 350 shares; Lawrence J. Flynn, secretary 300 shares.

Adam Hats Buys More

ADAM HATS, New York, for several years sponsor of fight broadcasts on NBC, starting June 6 will extend its fight coverage to include all contests arranged throughout the country by Mike Jacobs, the promoter. NBC-Blue hookups of 85 to 90 stations will be used, along with shortwave beams directed to Latin America [see story on page 30].Renewal of the contract is effective June 6, for 52 weeks. The sponsor announces that, along with its expanding use of radio, a 20% increase in sales was recorded in the 1939-40 period over a similar period in 1938-39. Agency is Glicksman Adv. Agency, New York.

Emerson Radio's Return

EMERSON RADIO & Phonograph Co., New York, former sponsor of Elliott Roosevelt on MBS, plans to use a news commentator for a late spring and summer campaign on behalf of its portable sets, according to Buchanan & Co., New York, the agency. Network and commentator have not been selected, it was added.

Big BMI Exploitation Drive Planned

Paley Attends Meeting Of Board; Several Catalogs Sought

PLANS for intensive exploitation of BMI music were drawn up at a board meeting of the industry-owned publishing company, held May 28 at BMI headquarters in New York. Each of the nationwide networks agreed to appoint one of its officials as coordinator of this project to insure the fullest use of BMI tunes on both sustaining and commercial broadcasts.

The board also approved in principle a plan for the compensation of composers for performances of their songs published by BMI. Details of this plan are now being worked out by BMI executives, it was stated, and will be announced in the near future.

Board also ratified contracts with composers and others made by the BMI management since the last board meeting and discussed other deals now in the process of negotiation which will still further increase the store of music available to BMI members. Meeting was attended by the full board, with President William S. Paley of CBS substituting for Edward Klauber, CBS executive vice-president.

Seeking More Catalogs

Meanwhile, it was reported BMI is negotiating for acquisition of several additional catalogs, the identity of which remains undisclosed. General optimism is being expressed over the strides of BMI and it was felt that if one or more additional catalogs can be acquired, the chances for getting along without ASCAP music when present contracts expire at the end of this year, will be very bright.

Meanwhile, on the ASCAP front, it was stated that the new station contract form is still being developed and probably will not be ready for submission to broadcasters for signature for some time. Asked for an approximate date, John G. Paine, ASCAP general manager, declined to do so, asserting that "every time we look at it we get a new idea about something that ought to go in or come out or be changed, and it is hard to say when the ideas will stop flowing."

Another Catalog Acquired

Outright purchase May 21 of the music and other assets of Hinds, Hayden & Eldredge Inc., New York music publishers, by Broadcast Music Inc. marks the completion of the second major step of this industry-owned publishing company toward the establishment of its own music reservoir.

Effective immediately, the more than 2,000 songs published by the company during its 35 years as publishers of popular, concert and standard music will be available to BMI members. In April BMI signed a 10-year contract with the M. M. Cole Publishing Co. by which performing rights of the Cole catalog of more than 2,500 numbers will become the exclusive property of BMI as of Jan. 1, 1941 [BROADCASTING, May 1].

Songs in the Hinds catalog include such numbers as "When Your Ship Comes In" by Lily Strickland and George Gartlan's "Land o' Romance" and "The Lilac Tree". Dr. Gartlan is director of music in the New York City public school system and a former president of the Music Educators National Conference. Also included are works by Victor Young, Frank H. Grey, Robert Braine, Giuseppe Ferrata, John Tasker Howard Jr. and many others. In addition to music for performance by orchestras and artists, the new catalog makes available to radio a wide variety of thematic music, suitable for interludes and background use in dramatics.

By the purchase BMI also acquires all other assets of the company, including copyrights, orchestrations, plates, and a number of musical textbooks published by Hinds, for use in elementary and high schools, including texts currently used in the New York City school system. A set of books of classified music, "Most Popular Series", including "Home Songs", "New College Songs", "Army and Navy Songs", "Sacred Songs", also goes to BMI.

New Staff Members

Bruno Granichstaedten, noted Viennese composer who was forced to leave his native country following the Nazi anschluss in 1938 and who has changed his legal name to Bruno Grant with the filing of his first citizenship papers in the United States, has joined the BMI staff of composers. His musical comedies and operettas, from his first effort, "Boy or Girl" which opened in Vienna in 1910 with such success that it was brought to New York two years later as "The Rose Maid", to "Sonily", which opened in Luxembourg last October and went from there to Brussels, where it was still playing at the time of the German invasion two weeks ago, have placed him in the front rank of European composers for the last 30 years.

Among his successes was "Orloff", which ran for more than 700 performances in Vienna in 1925 and 1926 and later was performed in London and Paris. A revival in Paris for the 1938-39 season ran for 500 performances. Mr. Grant will devote his full time to composing new music for BMI licensees.

Another new member of the BMI staff is Louis Katzman, for the last five years chief musical director for Hearst Radio. He will have charge of the public-domain and tax-free music of the standard, salon and classical type, working with Milton Rettenberg, BMI music editor. Mr. Katzman will study the musical needs of each station member of BMI, recommending tax-free music for themes and background purposes and issuing that music in suitable form for each station's use, in accordance with its musical facilities.

George Marlo, BMI's professional manager, has selected "Here in the Velvet Night", "In the Silence of the Dawn" and a new number not yet released, "Practice Makes Perfect", for special exploitation, and it is expected these numbers may soon attain hit proportions. Following the criticism of several ASCAP publishers over his connection with BMI, Mr. Marlo offered his resignation as president of the contactmen's union, but it has so far not been accepted.

ASCAP Claims Support

A letter sent to all radio stations by John G. Paine, general manager of ASCAP, announcing the Society's pleasure at the "wholehearted" support the broadcasters have given its new licensing plan, brought a prompt reply from Neville Miller, NAB president, in which he labeled the ASCAP letter as "another attempt to drive a wedge into the industry for the benefit of ASCAP at the expense of the broadcasters."

Explaining that "we have heard from many hundreds [of broadcasters] thus far and the unanimity of approval leads us to the belief that the plan of licensing as developed by the Society more nearly meets the radio stations' conception of a fair and equitable licensing arrangement than any system of licensing which the Society has heretofore adopted," Mr. Paine continued that while the agreements have been somewhat delayed "they will be ready for signature within the very near future".

His letter concluded: "The Society agrees with the stations that have thus far made vocal their attitude toward the new licensing agreement, that the end of the difference between the broadcasters and the authors and composers of the country is in sight, and that the new licensing plan, once it is in operation, will contribute greatly to the common interest of us all."

Expressing emphatic disagreement with those statements, Mr. Miller replied that "the enthusiastic support BMI is at present receiving is the best possible answer to Mr. Paine's statement that stations are anxious to sign the new contracts. Today, 292 stations, representing 70% of the revenue ASCAP derives from radio, are members of BMI, with additional stations joining each week. All indications are that the broadcasters are united and are determined once and for all to end ASCAP monopolistic control of music."

Perpetuates Monopoly

Explaining that the "proposed ASCAP contract perpetuates ASCAP's monopoly", Mr. Miller concluded his letter: "Broadcasters would naturally welcome an 'end of difficulties between broadcasters and the authors and composers,' but that end can only be reached by the establishment of free competition in the music field and not by a surrender to ASCAP."

Answering inquiries from stations about renewing their contracts for transcription library services, BMI has informed its subscribers that it "does not intend to attempt to supplant the transcription industry" but "looks forward to a cooperative relationship with all transcription companies". Stations continuing their contracts "will find in the libraries a valuable reserve of BMI and other non-ASCAP music which will supplement the activities of BMI and aid in facing the ASCAP threat," the statement declares.

BMI's policy of making its music available for use on transcriptions at the statutory rate of 2c per composition per record instead of the usual charge of 25c or 50c per pressing [BROADCASTING, April 15], announcement of which drew an immediate protest from the Songwriters Protective Assn., makes it impossible for SPA members to work for BMI, since the broadcasting industry publishing company is unable to sign the standard SPA agreement which gives to SPA the control of mechanical rights.

In addition to its staff writers, however, and to the many professional writers who are not members of SPA, BMI is encouraging the submission of music by composers not previously able to secure a hearing. Mr. Tompkins has written to music schools, conservatories and the music departments of colleges and universities and also to the locals of the American Federation of Musicians, offering the trained composers within those organizations a chance to have their compositions heard by the public.

LATEST cooperative move between press and radio in San Francisco is *News Conference of the Air*, presented on KGO direct from a special studio in the *San Francisco Chronicle* newsroom [BROADCASTING, May 1]. With W. D. Chandler, *Chronicle* managing editor, presiding, various editors and columnists tell about the most interesting story they have handled during the day. Hard at work during one of the broadcasts are (standing, l to r) Herb Caen, columnist; Paul Speegle and Mr. Chandler; seated around table (l to r), John Bruce, city editor; Bob Ritchie; Larry Fanning; George McElwain, NBC engineer; Albion Ross, foreign editor; Bill Leiser, sports editor, and Piers Anderton.

DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

Sherman Law Prosecutions of Unions Upheld in Decision by Supreme Court

LABOR unions may be prosecuted under the Sherman Anti-Trust Act when their activities amount to a restraint of trade, although strikes in themselves do not constitute an illegal restraint under that law, the U. S. Supreme Court ruled May 27 in a 6-3 decision on the appealed suit of Apex Hosiery Co., Philadelphia, to collect $711,932 from a CIO local under the Act's triple-damage clause.

Although the specific question of the case, whether an employer can recover damages from a union for economic injury resulting from a sit-down strike directed by the union, was turned back to the State courts for decision, both majority and minority opinions of the court made it clear that labor, as well as employers, under certain circumstances is covered by the Sherman Act.

Victory or Defeat?

It is believed the Supreme Court ruling likely will become an important guide for the Justice Department in its current campaign against allegedly monopolistic union practices. Although the immediate prospect for application of the findings extends principally to the building trades unions in suits now being prosecuted by the Department, it is considered probable application also could extend to musicians' unions, which in late months have drawn Justice Dept. attention [BROADCASTING, Dec. 1, 1939].

With union officials hailing the decision as "a notable victory", both the majority and minority opinions indicated the unions had won a victory but lost a campaign, in that the court did not give them the blanket exemption from anti-trust laws they had sought. Commenting on the decision, Thurman W. Arnold, Assistant Attorney General in charge of the anti-trust division of the Justice Department, declared: "The opinion appears to sustain all the anti-trust prosecutions now pending in which labor unions are involved, since prosecutions are all directed at the restraint on competition declared illegal."

The majority opinion, returned by Justice Harlan Fiske Stone, held that the damage question was one to be decided by State courts, since the Sherman Act is not intended "to police interstate transportation or to afford a remedy for wrongs actionable under State law", but to prevent restraints on trade such as price control, discrimination between purchasers, or monopolizations of supply. The opinion emphasized the majority's contention that conduct of a strike is a matter for local regulation. Supporting this majority view, along with Justice Stone, were the five Roosevelt appointees to the court—Black, Douglas, Reid, Murphy and Frankfurter.

In a minority opinion, joined by Justices McReynolds and Roberts, Chief Justice Charles Evans Hughes declared that since in labor disputes employers are bound by the National Labor Relations Act because of possible interference with interstate commerce, it would be "anomalous" if interference by striking employes with interstate shipments is not held to be a restraint of interstate commerce "under the broad terms of the Sherman Act". In his dissent Chief Justice Hughes also declared that when restraints "are found to be unreasonable and directly imposed upon interstate commerce, both employers and employes are subject to the sanctions of the Act."

"Leaders of industry have been taught in striking fashion that when the court finds they have combined to impose a direct restraint upon interstate commerce, their benevolent purposes to promote the interests of the industry will not save them even from criminal prosecution for violation of the Sherman Act," he continued. "If labor unions are not excepted from the Act, the impartial enforcement of the law would seem to require that the same doctrine be applied to them."

New York Daily News

"You don't understand modern children. They can concentrate on their home work and a radio program at the same time."

Atop a Flagpole

WHEN Shipwreck Kelley, the famous flagpole-sitter, perched atop the Kroger Super-Market of Charleston, W. Va. May 22 for a 70-hour vigil, WGKV sent Announcer Carl Kent aloft to interview him. The broadcast lasted 15 minutes and the stunt attracted thousands of people on the street below. Kent, who conducts a nightly *Sports Chatter* program, called it his "tooth chatter" stunt.

CONQUESTS EXPAND NAZI RADIO BANDS

WITH each conquest, Nazi Germany has taken over all broadcasting stations that were not bombed out of existence and today its own powerful network is supplemented by more wave-lengths than are used in all the other nations of Europe. Brussels, where the International Broadcasting Union's wavelength control center is located, and Radio Luxembourg, powerful commercial station in the tiny duchy, are among the latest to be added to a list that includes the stations of Austria, Czechoslovakia, Denmark, Norway and Holland.

Broadcasts over the commandeered stations usually continue in the language of the invaded country, but never in English, according to the *New York Times*. Vienna is hooked up with Berlin, and the former Czechoslovakian stations broadcast in Czech and German only. The *Times* reports that German broadcasting stations may now be found on the following frequencies (in megacycles): 7.24, 7.29, 9.52 (Danish); 9.54, 9.56, 9.61, 9.65 (Norwegian); 9.67, 10.29, 11.77, 11.78 (Austrian); 11.84 (Czech); 11.85, near 12.10 (possibly Poland); 14.50, 15.11, 15.28, 15.34, 17.76, 17.84 and 21.45. Frequencies most commonly used by present German controlled shortwave stations in Holland and Belgium were 9.59 and 10.33 mc.

TEL-PIC SYNDICATE, New York, reports a total of 121 subscribers to its news-picture display service with the signing of WOL, Washington; WRNL, Richmond; WCOP, Boston; WIL, St. Louis; WCAR, Pontiac; WMC, Memphis; WSGN, Birmingham; WJEJ, Hagerstown, Md.; WSPA, Spartanburg, S. C.; WLAW, Lawrence, Mass.

BEING CONSTRUCTED—WILL BE

READY SOON

5 0 0 0

WATTS FULL TIME

W M E X

BOSTON, MASSACHUSETTS

Steel production is rising. Let WFMJ carry your message to the people of the rich Youngstown steel district.

WFMJ

YOUNGSTOWN, O.

LATE *Personal* NOTES

'Homers at Home'

SPONSORED cooperatively by firms in the building trades, the half-hour dramatization *The Homers at Home*, Thursdays, 7-7:30 p. m., is meeting with great commercial success on WABI, Bangor, Me. Entering its second year, the program is now sponsoring a model home equipped with its advertisers' material. The show has a cast of six and studio orchestra, and is written by Program Director Maurice Dolbier, with R. M. Wallace handling the commercials.

Broadway Shows Advertise

BROADWAY producers are displaying an increasing interest in the radio medium for regularly advertising their stage hits. Herman Shumlin, producer of "The Male Animal" in mid-May started sponsoring Transradio news twice-weekly on WOR, Newark, and on June 8 starts a Saturday news period, 6:30-6:45 p. m., on WABC, New York. Dwight Wiman, producer of "Higher and Higher" on May 28 started *Musical Comedy Favorites* on WABC, New York, Tuesday, Thursday, Saturday, 8:15-8:20 p.m.

Writers Guild Parley

FIRST CONFERENCE was held in New York May 24 by officials of NBC and the Radio Writers Guild, preliminary to the Guild's submitting its claims for a possible agreement covering staff writers in the Eastern territory. The meeting was "general," and no specific details of the agreement were discussed, according to the RWG. Participating in the conference among others were Luise Sillcox, executive secretary of the Authors' League and the RWG; Sidney R. Fleisher, RWG attorney, and Mark Woods, NBC vice-president and treasurer.

BURR E. LEE, formerly head of his own Milwaukee advertising agency, has joined the production staff of NBC, Chicago, replacing Wynthrop Orr, resigned.

JOHN T. MOSMAN, of the CBS production staff, on June 21 will marry Joan Tetzel, featured actress in CBS serial programs. They will honeymoon in Bermuda for two weeks.

W. E. DRIPS, NBC-Chicago director of agriculture, has been named a member of the advisory council of the National Farm Youth Foundation.

ERNIE SHOMO, salesman of WBBM, Chicago, is the father of a girl born May 22, named Louise.

BOB DICKINSON, has been promoted to program director of KBND, Bend, Ore., replacing Bill Murphy, who resigned to join KIT, Yakima, Wash. Bob Adamson, new to radio, was added to the announcing staff.

J. SOULARD JOHNSON, sales promotion director of KMOX, St. Louis, has been appointed head of the transportation and entertainment committees of the St. Louis delegation to the National Retail Grocers' Association convention in New York, June 15.

RON RAWSON, special events announcer at KSOO, Sioux Falls, S. D., and Doris Davis, of the program department of KSCJ, Sioux City, Ia., will be married June 16. Mr. Rawson was formerly with KSCJ.

TOM SLATER, manager of the Newark studios of WOR, on May 28 gave a talk on "Speech Interpretation" before an English class of Barnard College, New York.

J. HOWARD PYLE, program director KTAR, Phoenix, as in previous years will handle the p. a. system for the 13th Southwestern Indian Pow-Wow at Flagstaff, Ariz., July 2-4.

DAVID WELLMAN RAY, formerly of WSAU, Wausau, Wis., has joined the announcing staff of KYSM, Mankato, Minn.

CARSON H. VARNER, new to radio, has joined the guest relations staff of NBC-Chicago replacing William W. Bruce, resigned.

WILLIAM J. DEMPSEY and William C. Koplovitz, recently resigned general counsel and assistant general counsel respectively of the FCC, on June 1 opened offices in the Bowen Bldg., 817 Fifteenth St., Washington. They are specializing in departmental practice, particularly FCC.

HARRY MASON SMITH, of WLW, Cincinnati, has been named sales manager of Transamerican Broadcasting & Television Corp., New York, replacing Pete Jaeger, who rejoins the Transamerican program and production department.

JAMES T. MILNE, manager of WELI, New Haven, Conn., recently was elected president of the New Haven Advertising Club. Mr. Milne has been active in the club since the station opened in 1935, and for the last four years luncheons of the organization have been broadcast by WELI.

JOSEPH N. WEBER, president of the American Federation of Musicians, has returned to New York from California where he has been recuperating from a severe illness contracted last fall. Following a few days at the union's headquarters, he leaves for Indianapolis where the national AFM convention will open June 10.

MORTIMER W. LOEWI, vice-president of Allen B. DuMont Laboratories, is at Golden Beach, Fla., on doctor's orders.

LARRY HARRIS, author of "The Maverick Legion" and more than 400 published novelettes and short stories, has been named merchandising manager of the new KROD, El Paso, Tex.

JEAN HALLOWAY, California script writer, has joined the Ted Collins office, New York, to handle scripts for the *Kate Smith* program, sponsored on CBS by General Foods Corp. Miss Halloway will do a minimum of 26 scripts for Kated Corp. and also will be available for free-lance writing.

A. P. WAXMAN, veteran entertainment publicist who recently handled publicity for the Will Rogers Memorial Fund, has been appointed publicity director of the American Society of Composers, Authors & Publishers.

WILLIAM CARTY has joined WIP, Philadelphia, as relief announcer.

SPEEDY election returns were given WCKY listeners in Cincinnati and Ohio during the State primaries May 14-15 through the station's big election party. Running lines into the Music Hall, where the central count of election returns was carried on, and using a special Transradio wire from Columbus to the studio newsroom, WCKY claimed scoops right and left, beating newspapers by hours. As part of the party, interviews with politicos and public figures were held in between announcements of voting trends and results. This group, handling the Music Hall end, includes (l to r) Art Gillette, Rex Davis, Lee Bland and Mendel Jones.

Marine Radio Protest

MARINE divisions of both the Commercial Telegraphers Union (AFL) and American Communications Assn. (CIO) on May 27 sharply protested the offer of the U. S. Maritime Commission to train 200 CCC enrollees as marine radio men. Both groups pointed out there were already more trained radio operators than jobs and that training the CCC boys would only add to the widespread unemployment in the industry. Murray Winocur, speaking for the CIO group, said Government figures showed only 1,700 radio officer jobs available in the entire American merchant marine, while there are 10,000 licensed radio officers. Louis J. Kleinklaus, CTU spokesman, declared there was no shortage of marine radio men and no prospect of any shortage.

Hammann Leaves WCAU

RESIGNATION of J. S. K. (Jack) Hammann as commercial manager of WCAU, Philadelphia, after a four-month tenure, was announced May 24. He rejoins *Advertising & Selling* on June 15. Prior to joining WCAU, Mr. Hammann was sales manager of KYW, Philadelphia.

Dominant
IN THE 9th RETAIL MARKET
KSTP
The Northwest's Leading Radio Station
NBC BASIC RED NETWORK
MINNEAPOLIS ● ST. PAUL, MINN.

WFBG
ALTOONA PENN.
providing the ONLY full coverage of the Altoona trading area
Now
NBC-RED
and
FULL TIME OPERATION

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

SURVEY PROBLEMS
. . . should be given to Hooper-Holmes for solution. We can help you solve almost any problem you may have concerning your audience or your coverage.
THE HOOPER HOLMES BUREAU, INC.

NEWS
Seven quarter hours of British United Press and Transradio bulletins daily. Two available for sponsorship at 4:15 and 10:30 p.m.
CJOR
Vancouver, B. C.
Rep: Joseph Hershey McGillvra

Radio in Curriculum

AGAIN this year the curriculum of the National Music Camp at Interlochen, Mich., June 23-Aug. 18, will include radio courses. Already scheduled are radio for the teacher, program planning, script writing, program direction and production and teaching music by radio.

Television Report

(*Continued from page 17*)

try opinion will insist upon such standards as will give definite assurance of satisfactory performance and of continuity of service for the public comparable to the continuity of service displayed in the past history of the radio industry. At the same time these basic standards — the standard gauge they may be termed—should afford within their limits reasonable flexibility for future advances in the science of television broadcasting. With the view to encouraging research and experimentation on a wholly flexible basis, the Commission is prepared to authorize broader experimental operations by existing stations and by a number of additional stations.

Action will be taken promptly upon a number of pending applications for television experimental stations. These will be apportioned among various parts of the country with the view of forestalling any concentration of facilities in particular centers of population to the exclusion of the rest of the country. At the same time this will serve to provide further experimentation on the different systems on a comparative basis.

Among the additional cities under consideration for such facilities are San Francisco, Los Angeles, Chicago, Washington, Albany, Cincinnati, Boston,, and others. Each station will be utilized for the predominant purpose of advancing the science of television broadcasting in its engineering aspects. The Commission invites other responsible individuals or companies who are prepared to carry on this work to apply for a license.

Limited Channels

Certain basic policies in the licensing of these experimental operations will be followed. A substantial job of research must be done by each station. The channels available are strictly limited, and they must be utilized in the public interest. The radio spectrum is public domain—development in television must be undertaken and advanced in order that this domain be devoted to the best public use. There is no room for squatters and there can be no preemption in this field. Monopoly must be avoided. Free competition is to be promoted and preserved.

Accordingly the Commission deems it to be in the best interests of the public that there be a strict limitation on the number of authorizations to any one licensee for television broadcast stations which as a part of the experimentation may take programs to the public. In addition, rules for the regulation of television stations engaged in chain broadcasting will be promulgated at an appropriate time.

No time limit can now be set for the adoption of standards. The progress of the industry itself will largely determine this matter. The Commission will continue its study and observation of television developments and plans to make a further inspection and survey in the early fall. Meanwhile the Commission stands ready to confer with the industry and to assist in working out any problems concerned with television broadcasting.

Revised rules designed to carry into effect the conclusions reached herein will be issued in the near future.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

CLIFFORD YEWDALL
Empire State Bdg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street
KANSAS CITY, MO.

Davis & Thompson
Incorporated
1647 Union Commerce Building
Cleveland, Ohio
Telephone—Main 2685
Appraisal *Financing*
Smith Davis *Chester A. Thompson*

The Clearing House for the BROADCASTING INDUSTRY

Use BROADCASTING Classified Columns for . . .

★ Help Wanted
★ Situations Wanted
★ Wanted to Buy OR Sell

Copy should reach this office five days prior to date of publication. 7c per word for Help Wanted and Situations Wanted. All others 12c per word.

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Broadcast Advertising
870 NATIONAL PRESS BLDG.
WASHINGTON, D. C.

CLASSIFIED Advertisements

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

PROGRAM MAN—for new local station with investment. Box A825, BROADCASTING.

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Chief Engineer—for MBS outlet, metropolitan market 300,000. Need experience construction and executive ability. Supply references, photo, and salary expected. Box A819, BROADCASTING.

All Radio Personnel—Confidential promotion to high salaried positions $2,500 to $25,000. Your identity, position protected. Personal Promotion Service, 3 Crandall, Binghamton, N. Y.

Situations Wanted

Graduate of radio school—will accept nominal salary to get broadcast or police station experience. Box A831, BROADCASTING.

Continuity Writer—Experienced, university graduate; announces; writes, edits news; salary secondary. Box A827, BROADCASTING.

Production, Scripts, Announcing—Experience in Chicago stations. Desires change with a future. Age 25—good for 100 more. Box A821, BROADCASTING.

Combination Man—Operator, and excellent announcer. College training. Southern or western station preferred. Age 20. Jack Fine, Box 268, Homer, Louisiana.

Combination Man—Employed, announcer, operator, newscaster, local network experience. Desires change. Reason, references, transcription on request. Box A823, BROADCASTING.

Combination Announcer. Engineer, Press Operator, over 10 years experience. Wants change. Prefer Gulf or West Coast. Available on 2 weeks notice. Box A833, BROADCASTING.

Press Operator—with 1st Telephone license, perfect copy ready for news announcer. Go anywhere but not less than $35.00 weekly. Now employed and best references. Box A832, BROADCASTING.

Young Announcer—desires small station connection. Can handle news, sports, all commercials. Knowledge musical pronunciation. Background: college, stock, radio dramatics and production, telecasting. References. Recording. Box A828, BROADCASTING.

Situations Wanted (Continued)

Sales Manager—Regional, local station. Fine record in developing highly productive sales departments. Thoroughly familiar with national accounts and agencies. Employed. Box A829, BROADCASTING.

Station Manager Available—Now employed in metropolitan area, wants change. Eight years managing experience, familiar with every phase of industry with emphasis on Sales and Production. Interview and data on request. Box A824, BROADCASTING.

Announcer-Newscaster—Five years Columbia station. Young, ambitious with production ideas. Employed but seeking opportunity on major key station or program directorship regional. Write BROADCASTING, Box A830, for information or transcription, stating particulars.

Are you looking for an experienced Continuity Editor, Production Man or Publicity Director? This man has filled these jobs for years at two outstanding stations. Available June 1. You'll find him a hard, conscientious, intelligent worker. Well recommended. Box A820, BROADCASTING.

Chief Engineer—May I have the opportunity to present my qualifications. Exceptional experience. If you need a Chief Engineer it will pay you to investigate. Box A826, BROADCASTING.

Employers—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau. Box 864, Denver, Colo.

For Sale

FOR IMMEDIATE SALE—10 kw. broadcast transmitter with excellent record of performance. Transmitter recently taken out of service and ready for dismantling and crating. Airmail inquiries to Box A822, BROADCASTING.

Photoprints—We duplicate any photo in quantities, 100 to 100,000. Miniatures, postcards, large prints. Gummed or plain. Quality work. Quantity prices. Speedy service. Samples. C-S Photo Service, 1922 Linwood Ave., Toledo, O.

Wanted to Buy

Late model used Western Electric or RCA transmitter. Also speech equipment, radio towers. Ken West, 37 S. Grandview Avenue, Daytona Beach, Florida.

BOWS TO RADIO

And PM, New Newspaper, Plans To Buy Air Time

NEW YORK's newest daily newspaper, *PM*, will carry front-page listings of radio news broadcasts as one of its utilitarian features when it appears starting June 18, Ralph M. Ingersoll, publisher, announced May 28. It was also learned from Compton Adv., New York, that *PM* will shortly embark on a radio advertising campaign over metropolitan area outlets.

Speaking on CBS on "Radio and the Press in War", Publisher Ingersoll observed, "We will say in effect to our readers: You have just bought a paper which tells you everything its writers and editors know. Until the next edition is out, the radio must take over—and even then you will get on the radio many things the printed page can never give you.

"Radio is developing its own completely unique journalistic vehicle," he commented. "Already, what's described as 'the foreign news roundup' is more than 15 minutes or a half-hour of news items: It has journalistic—and may acquire even artistic—form in its own right. To sit down each evening and hear from journalists on the spot in London, Berlin and Paris is a new experience under the sun—and the radio's overseas correspondents are learning rapidly to weave news with background, personal experience and human interest."

Evening Audience Increase

PROMOTION department of WOR, Newark, following a recent check of C. E. Hooper audience reports, has announced a sizeable increase in sets in general use from 7-10:30 p. m. for the first five months of 1940 as compared to the same periods, 1937-1939, in the Eastern and North Central sections of the United States. These evening hours carry a majority of the more popular news commentators, military experts and news programs. Month by month increases for 1940 over the 1937-39 coverage show January with a 2.9% increase in sets in use; February, 4.6%; March, 5.7%; April, 14.6%; May, 10%.

HOME DIATHERMY Co., New York, on June 3 added WHN, New York, to the stations carrying an average of 25 quarter-hour recorded musical programs weekly for 52 weeks. WSAN, Allentown, and WBAX, Wilkes-Barre, are already being used and more stations may be added this summer, according to Moss Associates, New York, agency.

Radio to Aid Woodmen In Golden Anniversary

RADIO will help the Woodmen of the World Life Insurance Society observe its Golden Anniversary June 6 with more than 85 stations in 27 States scheduled to join an NBC network to carry a special half-hour program originated by WOW, Omaha, owned by the Woodmen, at 7 p. m. (CST). In addition to millions of listeners, members of the 8,000 individual Woodmen lodges will be gathered at meeting places to hear the broadcast, climaxing their own local celebrations.

Offices of the Society's headquarters in Omaha, along with WOW's studios, will hold open house all day. A parade will be held in downtown Omaha, with the evening ceremonies, including the broadcast, to originate in the Omaha City Auditorium. The program, under the direction of WOW Production Manager Lyle DeMoss, with Program Manager Harry Burke announcing, will be one of the most pretentious productions ever aired from Omaha, according to WOW.

Lynn McManus

LYNN McMANUS, 36, Hollywood writer on the NBC *Rudy Vallee Show*, died at his home May 25 following an illness of 10 weeks. He had apparently died in his sleep. Mr. McManus was associated with Vallee programs as writer for more than three years. At the time of his death, he was on the writing staff of McKee & Albright, agency servicing the Sealtest account.

Allen Kander & Company, Inc.

150 Broadway
New York, N. Y.

Negotiators

for the account of Selected Clients in the purchase or sale of large Radio Broadcasting Stations.

Telephone - Cortland 7-2816

FOR SALE:

Model 1-G, R.C.A., 1 K.W. Transmitter in operation barely 18 months. Replacing with 5 K.W. Transmitter.

Address inquiries or make offer to L. J. Chase, KXOK, Star-Times Bldg., St. Louis, Mo.

WCBD Opposes St. Louis Shifts

FORMAL PROTEST against the FCC "St. Louis shifts" approved May 8, raising statutory questions and seeking cancellation of the authorization to KFUO, Lutheran Synod station, to shift from 550 kc. to 830 kc. daytime, was registered May 28 by WCBD, Chicago, headed by Gene T. Dyer.

Two separate pleadings were filed—one seeking rehearing and the other seeking return of the KFUO application. The St. Louis shifts granted KSD fulltime on 550; authorized a change in frequency from 1250 to 630 for KXOK, and involved frequency shifts for WGBF, Evansville, and KFRU, Columbia, Mo., under which both procured fulltime [BROADCASTING, May 15]. KWK, St. Louis, was given an increase in night power from 1,000 to 5,000 watts on its present 1350 kc., though it had pending an application for 630 kc. which had been designated for hearing.

Lack of Notice Claimed

WCBD held that the decision of May 8 was unjust, unwarranted and erroneous. WCBD, it was pointed out, had pending an application to shift from 1080 to 830 kc., filed in November, 1939. The announcement by the FCC of the St. Louis shift was said to be the first notice WCBD had of the existence of the KFUO application and the first notice of the existence of the negotiations which resulted in the grant. In its press release the Commission had stated that the action was taken as a result of negotiations by the Commission with interested parties.

WCBD contended the Commission erred as a matter of law in granting the KFUO application while that of WCBD was pending and that WCBD is entitled to be heard in a consolidated hearing with KFUO. In its second motion, WCBD said the terms of the Communications Act and of the Commission's rules prevent the May 8 decision from becoming finally effective until the running of 20 days after its announcement or until May 29. Declaring the relief requested goes to a question of "fundamental justice" it asked that the KFUO application for a construction permit be returned. Ben S. Fisher filed the pleadings for WCBD.

WITH aviation very much in the public eye, WSUN, St. Petersburg, Fla., has started *Radio Flying School* as a new Saturday evening feature. The program presents Bob Wilbur (center), WSUN program director, interviewing aviation instructors Jimmie Johnstone (left) and Otis Beard (right). During the quarter-hour questions regarding pilot training, cross-country flight, air traffic rules, meteorology and airline transportation are discussed ad lib. Both Beard and Johnstone train pilots for the CAA flying course, while Wilbur has had experience as a private pilot.

COLUMBUS TROUBLE SHOOTERS

WHKC Program Finds Lost Children, Reunites Estranged Couples and Helps the Jobless

By FRED W. SAMPLE
WHKC, Columbus

IN THE BELIEF that radio's oft-abused duty "to act in the public interest" should be taken literally, two staff members of WHKC, in Columbus, O. Budd Sweeney and John B. Moses, have been assisting listeners in finding employment, lost children, dogs, pigeons and miscellaneous articles since July 21, 1937.

Started without fanfare, their program has been built up to one of the most popular daytime shows on WHKC. Titled *The Trouble Shooters*, Sweeney and Moses act as a clearing-house between the public and the many agencies of city, county and state government as they continue to serve "in the public interest".

Law and Safety

The *Trouble Shooters* have assisted the Ohio State Employment Service in securing employment for more than 6,200 since the program's inception. They inaugurated an annual "Give A Job Week" in which the local newspaper cooperates and which, in the past two years, has provided work for more than 1,000 people.

In addition to their efforts to secure employment for their more unfortunate listeners, the *Trouble Shooters* allot daily portions of their broadcasts to officials of the Social Security division and the State Unemployment Compensation department. This, officials of these two agencies state, has been of invaluable assistance in clarifying the rules and regulations of these acts in the minds of the public. Talks on crime prevention, safety, traffic rules, fire hazards and many other problems are also given on the program by members of the Columbus police and fire departments.

That the public appreciates these services is proved daily by the hundreds of letters which are received from surrounding states as well as Ohio. The program has led all other sustaining non-musical shows for the past year.

The *Trouble Shooters* is more than a human interest program. It is the voice of the people, providing a service which costs them nothing. C. M. Everson, general manager of WHKC, has sensed the value of a program of this type and repeatedly refused offers of sponsorship in the belief that the misfortunes of listeners should not be commercialized.

In their daily broadcasts many humorous situations occur to brighten the efforts of the two announcers to be of service to their audience. They both get a chuckle out of the family that had been separated for 18 years because the husband stubbornly refused to let his mother-in-law live with them. The daughter of this family, a regular *Trouble Shooters* listener, begged the boys to find her father and affect a reconciliation. They were able, after a few broadcasts, to reunite the grieving wife and stubborn husband who had mellowed sufficiently to permit his mother-in-law to join them.

The Lost Squabs

And they recall the time a listener reported the loss of several valuable pigeons. A few days later the *Trouble Shooters* received a letter from a listener in a remote part of North Carolina, in whose barn the pigeons had taken refuge during a violent storm.

The *Trouble Shooters* have assisted people with technical training, as well as truck drivers, laborers, cooks, maids and other unskilled workers, to find employment. A chemist listened to the program and through it was given an important post with a rubber company in Africa. An engineer joined a company in China, and several jobs have been filled in South America.

Last April, the *Trouble Shooters* again joined forces with the *Columbus Citizen* for the third annual "Give a Job Week" campaign. Setting their goal at 1,000 jobs, with daily interviews and newspaper photos to bolster the promotion, they were able to find employment for over 1,500.

The *Trouble Shooters* program is heard over WHKC, Monday through Saturday at 8:45 a. m.

MAPS
ANY SERVICE A BROADCASTER MAY NEED—THE BEST MAPS IN THE INDUSTRY. NO COPYRIGHT FEE
COPY
A VIGOROUS PRESENTATION OF THE BEST SELLING FACTS. BROCHURES TRADE PAPER ADVERTISING
DATA
1939 ANNUAL ADVERTISING AWARD FOR "RESEARCH ACHIEVEMENT"
WALTER P. BURN & ASSOCIATES, INC. 7 W. 44TH ST., N. Y.

Television Notes

Race Problem

NBC's experimental telecasts from Belmont Park have proved that while the horse races themselves are interesting to watch on the receiver screen and will be even more so when several cameras are spotted around the track so that the horses and their riders can be seen more closely, the long waits between races are tiresome intervals for spectators at home and require more thrilling between-events entertainment than interviews to hold the audience's attention once the novelty has worn off.

* * *

DuMont's Big Images

DISCARDING "peep hole" television, Allen B. DuMont Labs., Passaic, N. J., has announced that it has discontinued all development activities on small picture television receivers and will concentrate on production of large screen direct vision receivers using the 14-inch and 20-inch DuMont teletrons. "Television long ago passed through its 'headphone stage', and today the public is interested in large images that can be comfortably viewed by a group," commented Allen B. DuMont, president. "The few dollars saved by using smaller cathode-ray tubes are not worth while. Once the public sees a large image set in operation, most interest ceases in 5-inch and 9-inch jobs."

Tide Water Stamps

TO INTRODUCE its new and improved Tydol Flying-A gasoline, Tide Water Associated Oil Co. is offering listeners to its quarter-hour news and sports programs on the Yankee Network, WOR, WGY, WSYR, WHEC and WFIL a set of 48 historic poster-stamps of American aviation and a collector's album. The offer is free through the 10,000 Tide Water dealers in the Eastern section of the country. Lennen & Mitchell, New York, handles the account.

Soap for Carton

J. B. WILLIAMS Co., Glastonbury, Conn., on its NBC *True or False* program is promoting an offer of a cake of Lanoline soap free to listeners sending in an empty Williams shaving cream carton. J. Walter Thompson Co., New York, handles the account.

GIANT-SIZE 1940 RADIO OUTLINE MAP

(¼th larger than last year's map — U. S. Possessions included for first time)

Magnified Portion of Map is Actual Size

ALL map and a yard wide . . . that's the big 1940 Radio Outline Map of the United States, Possessions and Canada. Actually, it measures 38½" wide by 26" deep; embraces Alaska, Hawaii and Puerto Rico for the first time; includes locations of all radio stations, county outlines, time zones, number of stations per city.

The reverse side of the map carries a complete log of United States, Canadian and Territorial stations alphabetically by States, Cities and Call Letters. Frequencies and powers are shown. Printed on white ledger paper, this map permits use of ink. It is mailed flat.

Last year 10,000 Radio Outline Maps were used by advertising agencies, radio advertisers, radio stations, radio station representatives and others engaged in the business of broadcasting. *Its utilities are many. There is no substitute. Order a supply now.*

SINGLE COPIES 35c

10 OR MORE COPIES 25c *EACH*

10% discount in quantities of 50 or more

BROADCASTING

National Press Bldg. — Broadcast Advertising — Washington, D. C.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

MAY 14 TO MAY 29, INCLUSIVE

Decisions . . .

MAY 14

WSM, Nashville—Granted extension facsimile.

KFSD, San Diego—Granted CP move trans., new equip., antenna, increase to 5 kw 600 kc.

KVI, Tacoma, Wash.—Granted mod. license increase N to 5 kw.

WELL, Battle Creek—Granted CP new trans., antenna, increase to 250 w unl., granted consent voluntary assignment to Federated Publications Inc.

NEW, Publix Bamford Theatres, Asheville, N. C.—Adopted final order denying CP 1430 kc 1 kw unl.

SET FOR HEARING—WBT, Charlotte, N. C., CP directional N; KFAB, Lincoln, Neb., CP new trans., directional N, change to 1080 kc increase to 50 kw, move locally; WBBM, Chicago, mod. license to unl. 770 kc (contingent KFAB changing to 1080 kc); WJAG, Norfolk, Neb., CP antenna, change to 770 kc D (asks KFAB frequency); WMBI, Chicago, mod. license to limited-WBT, KFAB contingent granting of WCBD's applic. change to 830 kc and KFAB's applic.; WCBD, Chicago, mod. license to 830 kc D.

MISCELLANEOUS—KGFI, Brownsville, Tex., reopened for further hearing in Washington 5-22-40 order revoking license; KTSM, El Paso, granted mod. CP for approval antenna, trans.

MAY 15

KSUB, Cedar City, Utah—Granted voluntary assignment to Southern Utah Bcstg. Co.

WGTC, Greenville, N. C.—Granted mod. CP as mod. increase to unl. on 1500 kc 250 w.

KOTN, Pine Bluff, Ark.—Granted CP change trans., increase to 250 w.

KDAL, Duluth—Granted mod. license to 250 w unl.

KEUB, Price, Utah—Granted CP increase to 250 w unl.

WHDL, Olean, N. Y.—Granted mod. license to 1420 kc unl. 250 w.

WSAI, Cincinnati — Granted mod. CP change directional antenna.

WSAV, Savannah, Ga.—Granted mod. license to 250 w unl.

WSOY, Decatur, Ill.—Granted mod. license to 250 w unl.

WJPF, Herrin, Ill.—Granted mod. CP new trans., studio, increase to 250 w unl.

WRAW, Reading, Pa.—Granted CP new trans., increase to 250 w unl.

NEW, McDowell Service Co., Welch, W. Va.—Granted CP Class IV station 1310 kc 250 w unl.

KFXM, San Bernardino, Cal.—Granted CP new trans., antenna, increase to 250 w.

NEW, Tri-County Bcstg. Co., DuBois, Pa. —Granted CP 1200 kc 250 w unl.

MAY 16

NEW, Radio Voice of Springfield, Springfield, O.—Proposing to grant CP 1310 kc 100 w unl.

NEW, Albemarle Bcstg. Station, Albemarle, N. C.—Proposing to deny CP 1370 kc 100 w D.

NEW, Valley Bcstg. Co., West Point, Ga.—Granted CP 1310 kc 250 w unl.

KVOS, Bellingham, Wash.—Granted license renewal; Bellingham Bcstg. Co. denied applic. new station seeking KVOS facilities.

KTBC, Austin, Tex.; KNET, Palestine, Tex.; KRBA, Lufkin, Tex.—Proposing to affirm recommendations of Commissioner Payne to revoke licenses of the three stations.

NEW, C. T. Sherer Co., Worcester, Mass. —Adopted final order denying without prejudice applic. CP 1200 kc 100-250 w.

MAY 21

NEW, Birney Imes, Columbus, Miss.—Granted CP 1370 kc 250 w unl.

NEW, Middle Georgia Bcstg. Co., Macon —Granted CP 1420 kc 250 w unl.

WSPA, Spartanburg, S. C.—Granted voluntary assignment license and CP to Spartanburg Adv. Co.

KGEI, San Francisco—Granted mod. international license to add 9670 kc.

KSRO, Santa Rosa, Cal.—Granted assignment license to Ernest L. Finley.

WFOY, St. Augustine, Fla.—Granted voluntary assignment license to Fountain of Youth Bcstg. Co.

WALA, Mobile, Ala.—Granted mod. CP move trans., new radiator, increase N to 1 kw.

SET FOR HEARING—NEW, God's Bible School & College, Cincinnati, CP international station 11.71 and 21.61 mc 60 kw A-3.

MISCELLANEOUS—Petition asking oral argument re applic. transfer voluntary control of Vee Bee Corp., licensee of WPAY, Portsmouth, O., to be held 6-6-40; WMVD, Salisbury, Md., granted cancellation of CP new station; WLTH, Brooklyn, discharged order to show cause why license should not be revoked.

KNET, Palestine, Tex.; KRBA, Lufkin, Tex.; KTBC, Austin, Tex.—Proposed findings of fact and conclusions affirming revocation of licenses.

NEW, Albemarle Bcstg. Station, Albemarle, N. C.—Proposed denial of CP 1370 kc 100 w D.

WCMI, Ashland, Ky.—Granted CP move trans., new antenna, etc.

WATW, Ashland, Wis.—Granted license new station 1370 kc 100 w unl.

WLTH, Brooklyn—Granted mod. license to WLTH-New York Inc.

MAY 22

KRRV, Sherman, Tex.—Granted mod. CP to 880 kc 1 kw unl. directional, change trans.

WCAP, Asbury Park, N. J.—Granted temporary renewal.

WRTD, Richmond, Va.—Continued hearing CP change to 590 kc 1 kw unl. directional N, no date set.

WORL, Boston — Granted license new trans.

KTOH, Lihue, T. H.—Granted license new station 1500 kc 100-250 w unl.

KARK, Little Rock—Granted license increase to 1-5 kw unl. directional N.

MAY 24

NEW, Neptune Bcstg. Corp., Atlantic City—Granted final order for CP 1420 kc 100-250 w unl.

WCAD, Canton, N. Y.—Granted dismissal without prejudice applic. WCAD assign license to Brockway Co.

WTCN, Minneapolis — Granted leave amend applic. CP to 710 kc 10 kw unl. directional N, with respect to antenna.

MAY 27

WKPT, Kingsport, Tenn.—Granted mod. CP antenna, studio, trans. site.

KERN, Bakersfield, Cal.—Granted mod. CP increase power etc., re new trans.

MAY 28

NEW, W. B. Dennis, Plainview, Tex.—CP 1200 kc 100 w D cancelled for alleged misstatements re financial position.

NEW, Pawtucket Bcstg. Co., Pawtucket, R. I.—Proposing to grant CP 1390 kc 1 kw unl. on condition that Paul Oury shall not be associated with station in any capacity.

NEW, Gainesville, Bestrs., Gainesville, Ga.—Granted CP 1210 kc 250 w unl.

NEW, Valley Bestg. Co., Steubenville, O.—Granted CP 1310 kc 250 w SH (all hours not used by WSAJ).

NEW, Leonard A. Versluis, Grand Rapids—Granted CP 1310 kc 250 w unl. Class IV.

WLAP, Lexington, Ky.—Granted mod. license increase N to 250 w.

WARM, Scranton, Pa.—Granted mod. CP increase N to 250 w.

KSLM, Salem, Ore.—Granted mod. license increase N to 1 kw.

WJRD, Tuscaloosa, Ala.—Granted mod. license increase N to 250 w.

WKAT, Miami Beach, Fla.—Granted CP new trans., change to 1330 kc 1 kw, new antenna.

WICA, Ashtabula, O.—Granted CP increase to 1 kw, operates daytime only.

WIOD - WMBF, Miami, Fla. — Granted consent transfer control to Miami Daily News Inc.

WKAR, East Lansing, Mich.—Granted CP increase 1 to 5 kw, operates daytime only.

MISCELLANEOUS—WWRL, Woodside, L. I., adopted order extending effective date provision 3 of order of 12-5-38 for 60 days from 5-28-40; WAGA, Atlanta, granted petition accept amended applic. substituting Fort Industry Co. as proposed transferee in place of James M. Cox Jr., reconsidered action of 4-13-40 setting applic. for hearing, and granted amended applic. authorizing transfer of control to Fort Industry Co.

SET FOR HEARING—New, George F. Meyer, Medford, Wis., CP 1500 kc 100 w unl. Class IV; NEW, Capital Bcstg. Co., Washington, CP 1420 kc 250 w unl.; NEW, General Bcstg. Inc., Miami, Fla., CP 1330 kc 500 w N 1 kw D. Class III-B; NEW, Oscar Kronenberg, Steubenville, O., CP 1310 kc 250 w unl.; NEW, Stephenson, Edge & Korsmeyer, Jacksonville, Ill., CP 1150 kc 250 w D; NEW, Helen L. Walton & Walter Bellatti, Jacksonville, Ill., CP 1150 kc 250 w D.

MAY 29

WADC, Akron—Granted mod. CP increase power, for new trans.

KGNF, North Platte, Neb.—Granted license change equip.

KLBM, LeGrande, Ore.—Granted license change equip.

WFNC, Fayetteville, N. C.—Granted mod. CP new trans.

NEW, Mayflower Bestg. Co., Boston—Denied CP 1410 kc 1 kw unl. (facilities of WAAB); WAAB granted license renewal.

Applications . . .

MAY 15

KTOH, Lihue, Hawaii—License new station.

WJAR, Providence—CP increase to 5 kw N & D directional, amended re trans.

NEW, Hartford Times, Hartford—CP 43.1 mc 1 kw FM.

NEW, Long Island Bcstg. Corp., Woodside, N. Y.—CP 42.1 kc 1 kw FM.

NEW, Cincinnati Times-Star, Cincinnati —CP 43.4 kc 1 kw FM, amended to 50 kw.

NEW, Joe L. Smith Jr., Beckley, W. Va. —CP 42.6 kc 1 kw FM.

NEW, Courier-Journal & Louisville Times Co., Louisville—CP FM.

WIS, Columbia, S. C.—CP increase to 5 kw N & D, change antenna.

NEW, Carter Publications, Fort Worth—CP 42.6 kc 1 kw FM.

KYUM, Yuma, Ariz.—Mod. license to 250 w N & D.

MAY 21

NEW, Rene Canizares, Havana, Cuba—Auth. transmit programs to CMCK from 62 Broad St., New York.

NEW, Monumental Radio Co., Baltimore —CP 43 mc 1 kw FM.

NEW, Adirondack Bcstg. Co., New Scotland, N. Y.—CP 43 mc 1 kw FM.

WHLD, Niagara Falls—License new station.

NEW, Trent Bcstg. Corp., Trenton, N. J. —CP 1230 kc 1 kw unl. III-B directional.

WHP, Harrisburg, Pa.—CP 43 mc 1 kw FM.

WINN, Louisville—Mod. CP re trans., antenna.

WSMB, New Orleans—CP 42.8 mc 1 kw FM.

NEW, Isle of Dreams Bcstg. Corp., Miami, Fla.—CP 43 mc 1 kw FM.

WMOB, Mobile, Ala.—Mod. license to 250 w.

KVWC, Vernon, Tex.—Voluntary assignment license to Northwestern Bcstg. Co.

NEW, Rock Island Bcstg. Co., Moline, Ill.—CP 43.6 mc 1 kw FM.

NEW, Westinghouse Radio Stations, Fort Wayne—CP 42.6 mc 1 kw FM.

WHB, Kansas City—CP new trans., directional antenna, change to 710 kc 5 kw unl. Class II.

NEW, Don Lee Bcstg. System—Los Angeles, CP 42.6 kc 1 kw FM, amended to 50 kw; San Diego, CP 42.8 mc 1 kw FM; Santa Barbara, CP 43 mc 1 kw FM; San Francisco, CP 42.6 mc 50 kw FM.

KERN, Bakersfield, Cal. — Mod. CP change freq. etc., amended re trans.

KLX, Oakland, Cal.—Mod. license to III-A.

WIBG, Glenside, Pa.—CP increase power, amended to limited time to WCFL, Chicago, 1 kw N & D.

WCHV, Charlottesville, Va.—Auth. transfer control to Charles Barham Jr.

KVI, Tacoma—Auth. transfer control to Laura M. Doernbecher.

MAY 23

NEW, N. Jersey Adv. Co., Elizabeth, N. J.—CP 620 kc 250 w unl. Class IV.

WWJ, Detroit—CP increase to 5 kw N & D, directional N, III-A.

WARM, Scranton, Pa.—Mod. CP re trans.

NEW, Roanoke Bcstg. Corp., Roanoke, Va.—CP 1500 kc 250 w unl.

WCOL, Columbus—License increase power, etc.

WCSC, Charleston, S. C.—Auth. transfer control to John M. Rivers.

KGNO, Dodge City, Kan.—Mod. license to 500 w 1 kw D.

KOAC, Corvallis, Ore.—CP increase to 5 kw directional, amended to 1-5 kw.

KFJI, Klamath Falls, Ore.—CP new trans., new antenna, change to 600 kc 500 w 1 kw D IIIB.

MAY 29

WOCB, Hyannis, Mass.—Mod. CP for new trans. at new station.

WELL, Battle Creek — Voluntary assignment CP increase power, new trans. to Federated Publications Inc.

KWJJ, Portland, Ore.—CP directional N, change to 1040 kc 1 kw unl., Class II.

Defense Legislation Halts Radio Bills; New Copyright Plan Offered in House

DEFENSE activity in Congress appears to have shunted aside virtually all legislation touching upon radio matters. Aside from the Logan-Walter bill (S-915), whose proponents maintain they will press for Senate concurrence in House acceptance at this session, the few other proposals face snowing under in the defense avalanche. The prospect of early adjournment, with estimates ranging from mid-June to mid-July, also supports the belief radio matters will not be treated at this session.

On May 28 a House Appropriations subcommittee held hearings on a proposed $142,000 additional FCC appropriation for expansion of telephone regulatory activities, to be included in the final deficiency bill. Commissioner Paul A. Walker presented the major testimony for the FCC at the hearing, while several members of the FCC staff—Chief Engineer E. K. Jett, Chief Accountant William J. Norfleet, Attorney Frank Warren and Assistant Secretary John B. Reynolds—also testified briefly in support of the added fund. Although the subcommittee indicated interest in the plans for added telephone regulation, it was thought in some quarters that such an appropriation faces stiff hurdles, since the projected national defense budget may endanger additional expenditures by civil agencies of the Government.

The newest proposal of interest to broadcasters is a copyright bill (HR-9703) introduced early in May by Rep. McGranery (D-Pa.) and referred to the House Patents Committee. No committee action is considered likely at this session. Rep. McGranery has indicated he will reintroduce the measure at the new session of Congress in January. After a preliminary analysis of the bill, the NAB termed it "bad for broadcasting" and "a compromise between many interests, including the performing artists and labor, particularly AFM".

Other legislation apparently lost in the defense flurry and adjournment fever includes the Ditter Bill (HR-8509) to amend the Communications Act of 1934; the Larrabee "superpower" resolution (HRes-234), on which subcommittee hearings have been postponed several times; and the Johnson Bill (S-517) to outlaw alcoholic beverage broadcasting via radio, which still is harried by the threat of attachment of the controversial anti-lynching bill as an amendment if it is brought up on the Senate floor [BROADCASTING, May 1].

Network Accounts

All time EDST unless otherwise indicated.

New Business

AXTON-FISHER TOBACCO Co., Louisville (20 Grand cigarettes) on May 20 started for 18 weeks, *Bob Garred Reporting*, on 5 CBS Pacific Coast stations (KNX KARM KSFO KIRO KVI), Mon., Wed., Fri., 9:45-9:55 p.m. (PST). Agency: McDougall & Weiss, Chicago.

PETER PAUL Inc., Naugatuck, Conn. (candy bars), on July 15 starts for 52 weeks, *Bob Garred Reporting*, on 3 CBS California stations, (KNX KARM KSFO), Mon., Wed., Fri., 5:45-5:55 p.m. (PST). Agency: Brisacher, Davis & Staff, San Francisco.

GENERAL MILLS, Minneapolis (Wheaties), on June 3 starts *By Kathleen Norris* on 27 NBC-Red stations, Mon. thru Fri., 10:45-11 a. m. Agency: Knox-Reeves, Minneapolis.

PROCTER & GAMBLE Co., Cincinnati (Camay soap), on May 27 starts *The Woman in White* on 19 split NBC stations, Mon. thru Fri., 12 noon-12:15 p. m. Agency: Pedlar & Ryan, N. Y.

MACFADDEN PUBLICATIONS, New York (*Liberty* Magazine), on May 23 started *Gabriel Heatter* on 5 MBS stations, Thurs. and Sat., 9-9:15 p. m. Agency: Erwin, Wasey & Co., N. Y.

Renewal Accounts

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on June 29 renews for 13 weeks *National Barn Dance* and shifts from NBC-Blue to 52 NBC-Red stations, Sat., 9-10 p. m. (reb., 11 p. m.-12 midnight). Agency: Wade Adv. Agency, Chicago.

ANDREW JERGENS Co., Cincinnati (Jergens lotion-Woodbury soap), on June 30 renews for 13 weeks *Jergens Journal* and *The Parker Family* on 60 split NBC stations, Sun., 9-9:30 p.m. (reb., 12 midnight-12:30 a.m.). Agency: Lennen & Mitchell, N. Y.

Network Changes

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on June 7 shifts rebroadcast of *Al Pearce & His Gang* on 99 CBS stations from Fri., 9-9:30 p. m. to 10:30-11 p. m. (first broadcast continues 7:30-8 p. m.). Agency: Wm. Esty & Co., N. Y.

S. C. JOHNSON Co., Racine, Wis. (floor wax), on May 21 added KRBM, Bozeman, Mont., to *Fibber McGee & Molly* making a total of 83 NBC-Red stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

GENERAL CIGAR Co., New York (White Owls), on June 28 adds 55 MBS stations to *Raymond Gram Swing*, making a total of 71 MBS stations, Mon. and Fri., 10-10:15 p. m. Agency: J. Walter Thompson Co., N. Y.

PEPSODENT Co., Chicago (toothpaste), on June 25 replaces *Bob Hope* with *Tommy Dorsey's Orchestra* for 13 weeks on 55 NBC-Red stations, Tues., 10-10:30 p. m. Agency: Lord & Thomas, Chicago.

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on May 29 shifted *Hollywood Playhouse* on 19 NBC-Red stations to Wed., 11-11:30 p. m. Other 25 Red stations continue program Wed., 8-8:30 p. m. Agency: Lennen & Mitchell, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on May 28 renewed for 13 weeks *Luncheon at the Waldorf* on 44 NBC-Blue stations, Sat., 1:30-2 p. m. Agency: Wm. Esty & Co., N. Y.

WAHL Co., Chicago (Eversharp pens, pencils) on Sept. 1 adds 50 stations to *Take It or Leave It* on CBS, Sun., 10-10:30 p.m. Agency: Biow Co., N. Y.

RITCHIE & JANVIER, Bloomfield, N. J. (Beechams pills, Sylox etc.) has appointed Atherton & Currier, New York. The company is a merger of Walter Janvier and Harold F. Ritchie Co.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to —

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted .. $30.00

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

Claims a Record

WITH 29 national accounts, including 11 regular programs and 18 spot announcement accounts, WJBK, Detroit, backs its claim to carrying more national spot business than any other 250-watt station in the country. Pointing to its consistent use of musical programs built from a large transcription and recording library, the station estimates that about 75% of its 24-hour broadcast day goes for music. According to Art Croghan, WJBK sales manager, national spot business for the station was up 41% for January, 57% for February, 81% for March and 87% for April, as compared to 1939.

KOB, Granted 50 kw., Plans New Plant in Fall

PLANNING to begin operation with its recently authorized 50,000-watt transmitter early this fall, KOB, Albuquerque, has launched a modernization program to include erection of new studios, as well as an entirely new transmitting plant, according to announcement May 24 by Frank Quinn, manager.

The station, affiliated with the *Albuquerque Journal*, of which T. M. Pepperday is publisher, is an NBC outlet and may become exclusively affiliated with the Blue Network when it begins operating with increased power. A 445-foot Truscon vertical radiator was placed in operation last March. Negotiations for purchase of the new 50 kw. transmitter now are going forward, Mr. Quinn said. Property has been acquired in Albuquerque for erection of new studios. KOB is one of the oldest stations in the country, having been founded in 1920 by the New Mexico State College. It was leased in 1932 by the *Albuquerque Journal* and was purchased by Mr. Pepperday in 1936.

POT O' GOLD SHIFT TO BLUE NETWORK

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on June 13 will shift its *Pot o' Gold* program from NBC-Red to the Blue network, using over 100 stations on the Thursday evening 8:30-9 period. Already 82 stations have been cleared, according to John Butler, vice-president and director of copy, Stack-Goble Adv. Co., New York.

The shift has been planned since the April 12 ruling by the Department of Justice in which purported lottery angles were indicated to be within the law, according to the agency, and was not brought about by pressure from NBC.

Lewis-Howe is retaining the Tuesday 8:30-9 p.m. period on the Red network, now used for Tums, to introduce a new show called *Treasure Chest*, also with the Horace Heidt orchestra, an audience participation program based on answers to musical questions and resembling its 1939 summer production, *Answers From the Dancers*.

Niagara Falls Debut

THE NEW WHLD, Niagara Falls, N. Y. owned by the *Niagara Falls Gazette* interests and operating with 1,000 watts daytime on 1260 kc., made its debut May 12 under the managership of Earl C. Hull, formerly chief engineer of WKY, Oklahoma City, and onetime owner of that station. Studios are located in the Hotel Niagara. National representative of the station is Headley-Reed Co., New York.

WOC Network Switch

CONVERSATIONS are in progress for affiliation of WOC, Davenport, Ia., with NBC-Blue in lieu of its present CBS affiliation. CBS was represented as being loath to terminate its contract until it has arranged for another outlet. WHBF, Rock Island, now on MBS, has also figured in the conversations, it is reported. WOC is a sister station of the 50,000-watt WHO, Des Moines, NBC-Red outlet, both being owned by the Col. B. J. Palmer interests. WOC operates on 1370 kc. with 250 watts, while WHBF is on 1240 kc. with 1,000 watts.

BYRON S. PHILLIPS, formerly sales promotion manager of Pennzoil Co., Oil City, Pa., has been appointed advertising and sales promotion manager of the Pennzoil Co. of California, with headquarters in Los Angeles.

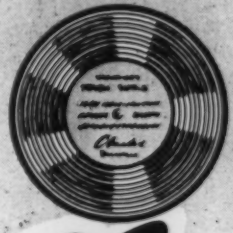
(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

CLARK
for
QUALITY
in
ELECTRICAL TRANSCRIPTION PROCESSING

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



Clark
Phonograph Record Co.
Newark, N.J.
216 High St.
Humboldt 2-0880
Chicago, Ill.
221 N. La Salle St.
Central 5275

Texas Revocation Ruling Sustained

Tentative FCC Order Upholds Finding in Three Cases

REVOCATION of the licenses of three Texas stations—KNET, Palestine; KTBC, Austin, and KRBA, Lufkin—because of purported hidden ownership by Rev. James G. Ulmer and other alleged infractions of the law, was proposed by the FCC May 16 in tentative findings covering three of the seven so-called Texas revocation proceedings in which Dr. Ulmer is involved.

The FCC held the licenses in question were issued upon "misleading" representations in that the applicants failed to make full disclosures concerning financing of station construction and operation, as well as ownership, management and control.

Arguments Asked

In each instance it said that had the facts been known the Commission would have been warranted in refusing licenses. The proposed findings were based on hearings conducted in Texas. All parties have 20 days to file exceptions.

The proposed findings affirm recommendations made by Commissioner George H. Payne, who presided at the hearings. In the KNET case, the Commission said the actual applicants probably were innocent of any intentional wrong but were only "dupes" of Dr. Ulmer.

Dr. Ulmer and his associates already have requested oral arguments in the revocation cases in strongly worded exceptions filed to the preliminary Payne reports [BROADCASTING, May 1-May 15]. Proposed findings on hearings involving KGKB, Tyler; KAND, Corsicana; KGFI, Brownsville, and KSAM, Huntsville, have not yet been issued.

Wage-Hour Classes

EMPLOYERS in various types of industries will be given a day in court to advance their suggestions for reclassifying "administrative" and "professional" employes in wage-hour administration, according to a mid-May announcement by Col. Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department. Although a meeting date is not yet definitely scheduled, employers in the communications industry are included in one of the groups, which also covers publications, public utilities and transportation. The meeting probably will be held in Washington late in June or early in July.

School Expands List

UTILITIES ENGINEERING Institute, Chicago, which places Eastern advertising for its correspondence school through Klinger Adv. Corp., New York, added three stations during the week of May 19 to the list of nine Eastern stations carrying quarter-hour musical clock programs three to six times weekly [BROADCASTING, Feb. 15]. New stations are WHEC, Rochester; WOKO, Albany; KYW, Philadelphia.

INTERESTING THE OIL INDUSTRY

W. B. Way Tells Radio's Story as Producers Hold Their Annual Exposition at Tulsa

WITH THE thought of interesting oil producers, oil-well servicing companies and allied industries in greater use of radio as an advertising medium, William B. Way, vice-president of KVOO, Tulsa, and general manager of the International Petroleum Exposition, covered, feted and promoted radio-wise, the Exposition during its run from May 18-25 in Tulsa.

Mr. Way

Opening ceremonies May 18 were fed by KVOO to ten other Oklahoma stations, including KTUL and KOME, sister Tulsa stations. Others fed were WKY, KOMA, KOCY and KTOK, Oklahoma City; KBIX, Muskogee; KADA, Ada; KCRC, Enid, and KGFF, Shawnee. NBC carried 30 minutes of the program May 20, including interviews with outstanding celebrities in the oil industry, surveys of the magnitude and color of the show and music from the Cafe de Petrol, official restaurant and gay spot.

Equipment Exhibits

Fifteen-million dollars worth of oil industry equipment, ranging from the smallest steam engine in the world to giant derricks and drilling rigs, kept KVOO engineers, announcers and production staffs working overtime during the show to provide complete coverage. It is the world's largest single-industry show, with heads of practically all of the producing companies participating.

Pursuing his thought of coaxing additional oil dollars into radio, Mr. Way prefaced KVOO coverage of the oil show with a series of ten weekly half-hour "International Petroleum Exposition Passes in Revue". Ten of the leading exhibitors at the Exposition appeared as guests on successive programs. W. G. Skelly, president of KVOO and of the Skelly Oil Co., is also president of the Exposition.

Outstanding human interest broadcast was a pickup of the "Old Timers" ceremonies May 20, during which veterans in the oil business, ranging up to 90 years and above, were awarded medals and citations for distinguished service to the industry. Broadcasts from various exhibits included descriptions and demonstrations of latest type Linke trainer used in training pilots in instrument flying, completely automatic railroad model insured for $20,000; exhibits by the Union Wire & Rope Co., huge mobile power shovels, winches and diesel engines exhibited by Caterpillar Tractor Co.; model steel mills of the Bethlehem Co.; mobile derricks and rigs of the Franks Mfg. Co., and scientific displays by Dupont.

Millions of dollars worth of oil equipment was sold during the eight-day Exposition not only to American broadcasters but also to those from practically every oil-producing nation in the world.

OILY MIKES were handled by Allen Page announcer (left) and Eddie Coontz, program director of KVOO, Tulsa, May 18-25 during full coverage of the International Petroleum Exposition, portions of which were fed ten other Oklahoma stations. William B. Way, vice-president and general manager of KVOO, is perennial general manager of the exposition. W. G. Skelly, KVOO president and chief owner, is its president.

Wartime Radio Key

EUROPE'S chief commercial broadcasting station, Radio Luxembourg, silent since the war began, but formerly operating with 200,000 watts on the 232 kc. longwave, has had its wavelength taken over by the French to be used by the Radio-Paris II station, according to a May 24 dispatch to the *New York Times*. All French stations except Radio-Paris I (music and entertainment) may broadcast only official bulletins, but under the new scheme, because of the now greater longwave range of Radio Paris II, certain regional stations will be authorized to pick up and rebroadcast its programs. It thus becomes the key station of France's official wartime network.

Plainview, Tex., Grant Cancelled by the FCC

A PERMIT for the construction of a new 100-watt daytime station on 1200 kc. in Plainview, Tex., issued by the FCC in July, 1939, to W. B. Dennis, radio service man, was cancelled by the Commission May 28 upon a finding that the permittee "made misstatements relative to his financial position in applying for the permit." The Commission last March 12 issued a show cause order against Mr. Dennis, alleging false and misleading statements about his financial worth. Commission records are said to have indicated that he had shown no liabilities as against cash of $7,000, real estate valued at $7,000, four cows and an automobile, for an aggregate net worth of about $20,000. Investigation disclosed he did not have the cash.

WAGA Transfer Approved by FCC

Shift of Control to Storer Granted Without Hearing

TRANSFER of WAGA, Atlanta, from Liberty Broadcasting Corp. to Fort Industry Co., headed by George B. Storer, Detroit industrialist and broadcaster, was approved without hearing May 28 by the FCC. The purchase price was $150,000.

The Commission authorized transfer of control from Norman K. Winston, New York realtor and associate of Arde Bulova, to Mr. Storer's organization in granting a petition amending a previous application. Mr. Winston owns 60% of the company, with 40% owned by the *Atlanta Journal*, which also participated in the transaction [BROADCASTING May 1].

The station operates on 1450 kc. with 500 watts night, 1000 watts local sunset, unlimited time and is a Blue Network outlet.

A pending application for transfer of WAGA to James M. Cox Jr., son of the former Governor of Ohio and executive of the Cox newspapers and radio stations, recently had been designated for hearing.

In its May 28 action, the Commission granted petition to accept the amended application substituting Fort Industry Co. as proposed transferee for the younger Cox and reconsidered its action in designating the application for hearing. The transaction was for transfer of 60% of the WAGA stock from Mr. Winston to Fort Industry for approximately $100,000, in view of a stock differential, with the remaining 40% to be transferred by the Atlanta Journal Co. for $50,000.

The Fort Industry stations, in addition to WAGA, are WSPD, Toledo; WWVA, Wheeling; WMMN, Fairmont; WLOK, Lima; WALR, Zanesville.

Mr. Storer himself plans to devote considerable time to the supervisory management of WAGA. Although he maintains his home in Detroit, it is understood he may establish residence in Atlanta.

Cut Off by the Censor

A WAR QUESTION put to John Gunther during his recent guest appearance on the NBC-Blue *Information Please* program and his answer caused CFCF, Montreal, to cut the program at that point, inserting organ music until the program returned to non-war topics, in accordance with Canadian restrictions on war discussions which have not first been passed by government censors.

DISPLAY of souvenirs, gifts and trophies received by Major Edward Bowes from officials, civic leaders and business organizations of cities saluted on the CBS *Original Amateur Hour* is a feature of the Chrysler Corp. exhibit again this year at the New York World's Fair.

EVELYN LYNNE, heard on the NBC *Breakfast Club* and *Club Matinee* and recently selected "Amph Girl of Chicago" by local radio engineers, will be crowned Queen of the Tenth Annual National Air Carnival to be held in Birmingham on June 1-2. She is a native of Alabama.

SPRAGUE-WARNER & Co., Chicago (Richelieu brand foods), occasional user of spot radio, has appointed Weiss & Geller, Chicago as agency. There are no immediate new radio plans but spot will be used in future, according to Harold Gross, account executive.

COLUMBUS

Welcomes Your Sales Message over WLW

Down through the years the Nation's Station has made many friends in Ohio's Capital and has become a part of the daily lives of its citizens.

Day by day buying habits of Ohio's fourth largest city have just as certainly been influenced in favor of products advertised on WLW—as Columbus merchants and wholesalers can tell you.

COLUMBUS, OHIO

Population, 1930	290,564
Retail Sales, 1939	$147,406,000*
Wholesale Sales, 1939	$145,190,000*
% of Nation's Buying Power (trading area)	.7150*
Radio Homes (Franklin County)	90,880

*Estimated by Sales Management

NAT'L REP. - TRANSAMERICAN BROADCASTING & TELEVISION CORP. - NEW YORK - CHICAGO

WLW THE NATION'S *most "Merchandise-Able"* STATION

"Feed the Line" with QUALITY on YOUR REMOTE PICKUPS!

BASEBALL OR POLITICS . . . across the street or across the state . . . *this* year you'll be running more remote pickups than ever! Let this new RCA-engineered high-fidelity portable equipment feed studio-quality audio through your lines!

•

Use RCA radio tubes in your station for finer performance

NEW RCA Portable Remote Amplifier*

Just a 20½-pound handful of RCA efficiency, the new OP-6 amplifier is ideal by itself where channel-mixing is not required. A switch selects one of two microphones; and the amplifier plugs into either an AC power source or its compact battery box without circuit changes. Inverse feedback, varied automatically with gain, keeps circuit-noise far below output at *any* level. 3 stages of amplification with RCA 1620 low-noise, non-microphonic tubes give 90 db. gain —more than ample for low-level microphones. Illuminated vu Meter is optional—or can be added at any time. Response is within ±1 db. from 40 to 10,000 cycles —distortion less than 1% even at maximum output.

OP-6

NEW RCA 4-Channel High-Level Mixer*

For mixing control, simply add the 22-pound RCA OP-7 mixer. It feeds the OP-6—or any amplifier with adequate gain. It provides high-level mixing of up to four microphone channels *without* the increased circuit-noise of low-level mixers.

Both the OP-6 and OP-7 can be simultaneously connected to a single power source (either AC or common battery supply). Get the facts on this new, flexible, low-cost equipment—write for literature today.

*Contains Built-In, Self-Contained AC Rectifier

OP-7

RCA Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A SERVICE OF THE RADIO CORPORATION OF AMERICA

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

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